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# Media scope

May 1959, 50 Cents

*Media scope* is a monthly publication published by Standard Rate & Data Service, Inc.



"Day is past when account men  
can solve media problems alone."

# AVE



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Every hour . . . every day . . . every week . . . your best customers and prospects are being personally interviewed to verify the circulation of MACHINE DESIGN. Interviewers of the Harvey Research Organization visit annually all establishments within the Original Equipment Market receiving four or more copies. Depth interviews are being held at all the larger and more important companies, accounting for about 60 per cent of total circulation.\* A glance at some of the questions will tell you why no other magazine can be so certain about the QUALITY and ACCURACY and ADEQUACY of its coverage . . . why no other magazine can so quickly respond to new personnel, new departments, new industries!

## Personally Verified Circulation assures rapid reader response

Rapid Reader Response! It is bound to be greater whenever a magazine is directed to the right people . . . at the right place . . . at the right time. For all reader response—readership, inquiries, product preference, company recognition, etc.—stems from the perfect match between editorial concept and circulation. That's why, when you advertise in MACHINE DESIGN, you can be sure design engineers will read every word that talks their language. That's why the majority of advertisers interested in SELLING to the Original Equipment Market prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE!

Some typical questions—How many engineers at this address doing design work? How many draftsmen, technicians, design detailers, etc., at this address working with engineers?

We want to be sure that one copy of MACHINE DESIGN is being delivered to this address for at least every four engineers. If more copies are needed, would you give me the names and titles of the individuals to whom they should be addressed?


What is located at this address: Manufacturing Plant? General Offices? Government Establishment? Educational Institution? Exclusively a research laboratory? Exclusively a consulting engineering firm? Some other kind of establishment?

What one principal product is designed or manufactured at this address? What other products?

Any new engineering groups or departments added in past year . . . that is, anywhere throughout the country? If so, what is the mailing address and name of person in charge?

"We are reading and using MACHINE DESIGN, and would like to have you continue sending it."  
(Signature)

**MACHINE DESIGN**

a  publication  
Penton Building, Cleveland 13, Ohio

BPA

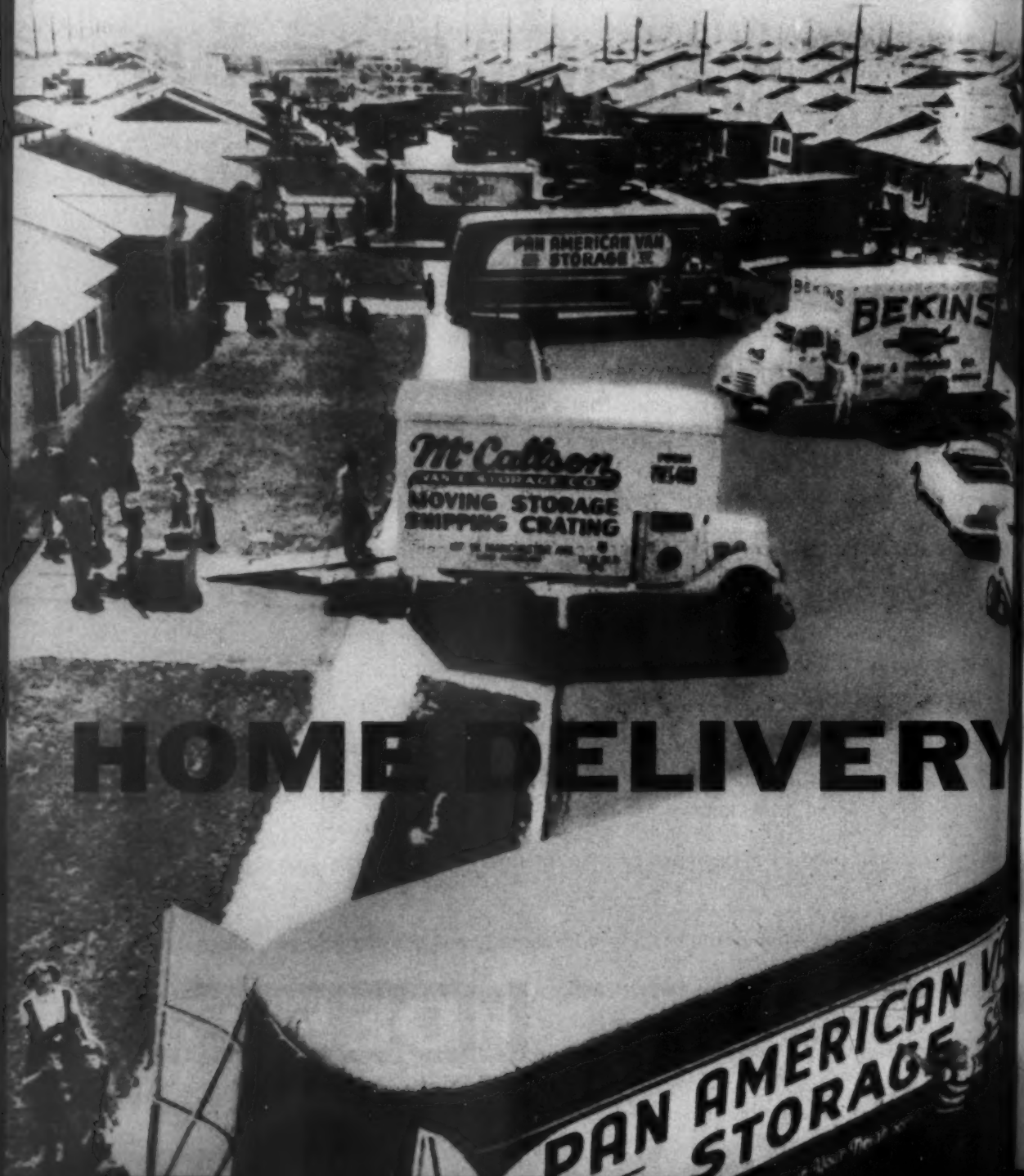


\*Balance of circulation verified annually by mail or Western Union

In a single year, population within KNXT's ten-county coverage area has jumped by more than half-a-million... an increase larger than the *entire* population of all but 22 U.S. cities. Retail sales are hopping, too—to the tune of \$12 billion yearly, *second-highest* in the nation. As always, KNXT remains the prime mover of products in this booming, dollar-rich area. Year-after-year the *number one television station* in seven-station Los Angeles, Channel 2 continues to deliver more homes than any other advertising medium throughout the Southern California market.

CHANNEL 2, LOS ANGELES • CBS OWNED • REPRESENTED BY CBS TELEVISION SPOT SALES **KNXT**

KNXT MARKET DATA: population 8,767,800; families 2,852,220; retail sales \$11,827,119,000; food sales \$2,998,440,000; drug store sales \$309,129,000; general merchandise sales \$1,186,970,000; consumer spendable income \$18,507,536,000. Market data from SRDS Consumer Markets, May '59; audience data from Nielsen.





# Media/scope

published by Standard Rate & Data Service, Inc.

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## COVER

George Bolas, vice president and director of media activities, Tatham-Laird, Inc., Chicago. Painting by E. Raymond Kinstler.

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# SALADA

keeps its  
tea sales  
brewing



To be **BIG** in Chicago,

...with 12 color  
pages in the  
Chicago Tribune  
**FOOD GUIDE!**

A big, exclusive color campaign in Chicago's most popular food section! That's how Salada tea keeps the pot boiling in the Chicago market.

Using the Weekly Illustrated Food Guide, Salada gets top sales power in Chicago and suburbs. Nine out of 10 housewives in more than 700,000 homes read it every week. That's hundreds of thousands more than are reached by other Chicago newspapers.

The high readership of the Food Guide, plus the impact of Tribune color, is a combination that has paid off for many advertisers. The Food Guide provides the setting—and color provides the smash! It excites... it persuades... it makes customers want to buy.

Sales results are the reason why general grocery advertisers invest more ad dollars in the Tribune than in any other Chicago newspaper. Why not follow their lead?

be **BIG** in the Tribune!

Serving  
A  
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Ephraim  
George A.  
Lorna T.  
Mary Ann  
Lincoln  
H. P. A.  
Harry J. J.  
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## MEDIA/SCOPE

Serving the media-buying function

Published monthly by  
Standard Rate & Data Service, Inc.



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Roger Barton

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1709 W. Eighth Street  
Los Angeles 17, Calif.  
Hubbard 3-5141

## From the publisher's notebook



## The Real Significance of the Annual Media Awards

After months of planning and preparation on the part of dozens of persons, the first Annual Media Awards luncheon presentation came to life at the Park-Lane, New York City, on April 8. It unfolded in an atmosphere of dignity and good fellowship. One could scarcely avoid the impression that it was a triumph for everyone who participated.

Buyers and sellers of advertising met for a new purpose: to honor those who have contributed outstandingly to the stature of media-buying.

Festive but serious, crowded but stimulating, it was a banner day for all who participated—awards winners, judges, honored guests, distinguished speakers, a blue-ribbon audience.

In calm reflection the most memorable aspect of the luncheon was not the packed hall, the flashbulbs, the spirited conversations, the applause, but something much deeper and more gratifying.

What I perceived almost as a physical presence at the luncheon was an *esprit*, a solidarity, if you will, among those present which I have felt at no other function of this kind. It was obvious that there existed for a few hours among a large number of persons—more than 400—a strong bond of interest, a unity of aims, a sympathy of mind, which moved me deeply and marked a history-making milestone in media-buying. Those engaged in the function were having a *tailormade* leadership role thrust upon them by the the advertising business—advertisers, agencies, media.

And what a propitious time for such leadership! In short, this was no casual gathering of businessmen. The Annual Media Awards luncheon quite literally brought together for the first time people in the advertising business concerned with the media-buying and selling functions.

Dedicated as it was to a singleness of purpose, the event may be said to have characterized and celebrated that which is central, rather than peripheral, to the careers and to the daily preoccupations of these men and women. This, I think, is the reason why the Annual Media Awards luncheon was a success, and why it will continue to be so.

The honors are yours, and so is the leadership which the advertising business has now publicly given you. May you do well. We will do our best to help.

*Walter E. Botthof*

# Buying Full Power In San Francisco!

**HIGHEST**  
Daily Circulation

AMERICA  
FIRST  
PAPER  
AMERICAN  
PEOPLE  
**San Francisco Examiner**  
THE DAILIES  
MONARCH OF

**HIGHEST**  
Sunday Circulation

A HEARST NEWSPAPER REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

**There's More  
Of Everything  
In Examiner**

**More National, More Display-  
More Big Stores Choose Paper**

Advertising is an investment—a sound one in the Examiner, based on safety and maximum return.

Today, and for years, more people read The Examiner than any other San Francisco newspaper. Circulation is at its highest.

**More Sales  
'Tonnage'**

**Bargain  
Buy for  
Ladies**

**40 Pct. Greater in  
Women's News**

By KATHLEEN DOYLE  
Women's Editor

Today's woman is a wonder. Her husband, children and home come first, but the world is her domain.

Upon this premise, The Examiner gives her the news, similar to any other San Francisco newspaper.

Examiner's authors reject the flow of letters and 1,170 each week in 1934 gave you an idea of today's trend in the news. Today's trend is to see how the news of the world is being told.

**Stands  
Alone!**

**Examiner's Readers  
Get 4,170 More Pages**

**Page After Page,  
News, News, News!**

A great newspaper—and specifically The Examiner—is many things. But first of all it is a NEWS-PAPER that COVERS MORE OF THE NEWS than any other newspaper in San Francisco.

In 74 years of The Examiner's leadership was the recent addition of the PICTORIAL LIVING. When the big stories break.



PAPER that COVERS MORE OF THE NEWS than any other newspaper in San Francisco.



any other newspaper in San Francisco.

**Tonnage**  
Circulation in all time high.  
More than any other newspaper in San Francisco.

# More Sports Pages; Top 22-Man Staff

By CURLEY GRAYVE  
Sports Editor

Complete, authoritative as...  
The Examiner's sports section...  
The Examiner's sports section...  
The Examiner's sports section...

1—At the scene sports...  
2—Community leadership...  
3—Community leadership...  
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**More News Services**  
Examiner readers receive...  
The Examiner's news service...  
The Examiner's news service...

**More, Better Food News**  
By PRUDENCE PENNY  
Food Editor

Two great superlatives of...  
The Examiner's food section...  
The Examiner's food section...

First: "Prudence Penny"...  
The Examiner's food section...  
The Examiner's food section...

Second: "Prudence Penny"...  
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**FACTORY LIVING**  
The Examiner's factory living...  
The Examiner's factory living...  
The Examiner's factory living...

**HIGHLIGHT**  
The Examiner's highlight...  
The Examiner's highlight...  
The Examiner's highlight...

**TV MAGAZINE**  
The Examiner's TV magazine...  
The Examiner's TV magazine...  
The Examiner's TV magazine...

**MODERN**  
The Examiner's modern...  
The Examiner's modern...  
The Examiner's modern...

**Every Day's Index**  
The Examiner's every day's index...  
The Examiner's every day's index...  
The Examiner's every day's index...

**These Are Some Stars of The Examiner:**  
The Examiner's stars...  
The Examiner's stars...  
The Examiner's stars...

**Dr. Sara M. Jordan**  
The Examiner's Dr. Sara M. Jordan...  
The Examiner's Dr. Sara M. Jordan...  
The Examiner's Dr. Sara M. Jordan...

**Herbert Merton**  
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**Dwight Newton**  
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**Luther Nichols**  
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**Dick Nolan**  
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**Laurel Parsons**  
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**Prudence Penny**  
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**Alexander Fried**  
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**Dan Fritzman**  
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**Curley Grayve**  
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**William Randolph**  
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**Donald K. White**  
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The Examiner's Donald K. White...  
The Examiner's Donald K. White...

**Earl Wilson**  
The Examiner's Earl Wilson...  
The Examiner's Earl Wilson...  
The Examiner's Earl Wilson...

# More for Your Dollar in The San Francisco Examiner

plus 1,500 other enthusiastic staff members

# Marketing begins with markets

And the four regional editions of **SPORTS ILLUSTRATED** are regularly scheduled sections covering specific market areas, available singly or in combination, without regard to availability of space in other sections of the magazine.

These are not "split-runs." You do not have to wait for other advertisers to schedule insertions in areas outside of the edition you choose. Yet they are bound into the regular national edition of **SPORTS ILLUSTRATED** and include all of its national editorial and advertising pages.

If your marketing program calls for the areas covered by one or more of these editions, why not include them in your plans right now?

## THE REGIONAL EDITIONS OF SPORTS ILLUSTRATED

### WEST COAST REGIONAL

Circulation Base 150,000  
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Circulation Base 200,000  
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Full Page Four Color \$2,580

### SOUTHERN REGIONAL

Circulation Base 110,000  
Full Page Black & White \$1,025

### EASTERN REGIONAL

Circulation Base 240,000  
Full Page Black & White \$1,100  
Full Page Four Color \$3,100



## MEMO TO MEDIA

### The Politz Story

It would have been understandable if the reports of the first Annual Media Awards in the April Media/scope had dominated all other editorial material in that issue. Not with the hungry media-buying function to be fed! The Awards announcements made interesting and pertinent reading, but there still was work to be done and the issue got on with it after the Awards pages.

One extraordinary article that could not be eclipsed in any periodical was Alfred Politz', "What is Essential to Know from Magazine Media Research?"

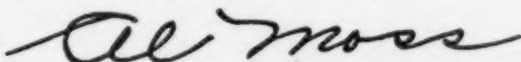
This article, which is a thorough discussion of the essentials of media research, went through eight complete drafts before publication. Literally every word was weighed and scrutinized by the author and his chief assistants before the manuscript was released for typesetting.

It is the first general discussion by Politz on media and media research in many years. To the best of anyone's recollection, his last general article on the subject was published some ten years ago.

Politz is an indefatigable traveller, since his business affairs are widely scattered around the country. In order to complete this article on time he used some five different secretaries to type various drafts of the manuscript. One girl flew to St. Louis to transcribe part of it; another met him in Chicago. Others worked in shifts in the New York office. The whole process took over a month.

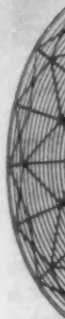
Mr. Politz' discussion bears reading and re-reading. It is a major contribution to media thinking. Media/scope is published to bring this kind of creative thought to the people who buy advertising.

Sincerely,



A. W. Moss  
Advertising Director

(This insert appears only in those copies going to our complimentary list.)



## COMB

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## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### COMBINATION RATES

Another recent court decision—this time involving radio rates—highlights the continuing problem presented by combination media rates.

Media people seem to question from time to time the legality of combination or unit rates. They remember with justified concern the *Kansas City Star* case and the fact that the more favorable *Times-Picayune* case was later “re-interpreted” by the Supreme Court in the *Northern Pacific Railroad* case (see *MEDIA/SCOPE*, June 1958 and September 1958).

The latest case, decided by the Circuit Court of Appeals for the District of Columbia, ruled that there was nothing improper in the refusal of the FCC to disapprove a combination rate discount granted by WBBF, Rochester, and its sister station WGVA, Geneva, if advertisers bought time on both stations. The court emphasized the fact that the advertiser was not required to buy both stations. Consequently, the 25 per cent discount was proper should the advertiser voluntarily buy both stations.

Apparently the case fortifies the wisdom of earlier media activity in offering voluntary combination rates as against compulsory combinations.

Since last September, when we reported that 35 combined publications were offering a unit rate on a voluntary basis instead of on the formerly compulsory basis, other media have adopted similar rate schedules.

There is, of course, very little precise information available as to the financial results of a change of this sort. It would seem that the media should not suffer appreciably by the change if the combination buy is an economically and productively sound one. After all, this should be the most which any media or group of media could ask. Most media are willing to base their rate structure on demonstrable results.

This matter of combination rates—and a proper understanding of their legal consequences—becomes doubly important in view of the several triple damage cases which have been brought in several parts of the country. Also, the attitude of the Supreme Court seems to have stiffened concerning mandatory combination rates. Consequently, caution would seem to dictate that media using combination rates should review them carefully, especially if such

rates are mandatory. It is only an educated guess, but the chances are pretty good that such a mandatory rate structure may well be suspect. On the other hand, there is increasing evidence that a purely voluntary unit rate should survive attack.

### MANAGEMENT VIEW OF RESEARCH

The seventh and final volume of the Association of National Advertisers' series of “Practical Guides and Modern Practices for Better Advertising Management” has now been issued. It deals with the problem of evaluating advertising effectiveness.

Buyers of media will find some very good things in it. The introduction by Russell Colley, editor of the series, makes several sound points about the nature of advertising evaluation. Chief among these is a list of “obstacles to progress” in this area. These are:

- Overemphasis on a “functional specialist” approach to research at the expense of “a marketing problem-definition, problem-solving approach.” The result: preoccupation with the techniques of measurement and neglect of research as a tool for decision making.
- Inadequate definition of the goals of advertising by management. Without a clear idea of what advertising is supposed to accomplish, how can accomplishment be measured?
- “Too much research done in an effort to sell something or prove something; not enough is done in an effort to find out something.”
- An attitude toward research on the part of many advertising and management executives ranging “from mild skepticism to outright hostility.”
- Lack of an organized program for advertising evaluation in many companies.
- Insufficient funds for advertising research.

The Guidebook section on evaluating media contains an excellent survey of the subject by Dr. E. L. Deckinger, vice-president and media director of Grey Advertising Agency. Some salient points:

Eleven areas of decision impinge on media selection. Seven of them are marketing-oriented (product, market, distribution, competition, sales promotion, art and copy,

## Scope on Media

budget), and four are media-oriented (continuity, coverage, frequency, intensity). There is a discussion of each point. Especially interesting are the sections on competition (e.g., the rise and fall of daytime broadcasting as a medium for cigarette advertising), art and copy treatment, and frequency.

There are also several brief case examples, the best of which is a sketch of the research thinking which convinced Humble Oil & Refining Company to continue sponsorship of NCAA football games.

### COLOR ON RADIO

With wide use of color TV commercials waiting only for more citizens to buy more color sets, and use of ROP color in newspapers growing by the week, radio is the only major medium left that can't deliver the extra advertising impact of color.

Or is it?

Southwestern Bell Telephone Company doesn't think so. A series of radio spots developed by the Gardner Advertising Company for Southwestern Bell's color extension telephones is based on the theory that one can hear color—that with proper orchestration of appropriate music, colors can be projected via sound waves alone.

One-minute and 20-second "aural-color" spots, aired in 30 cities in five states, seek to project the feeling of red, for example, with bold, fast music. Yellow is projected by light, gay, frothy music.

Music has been arranged for the campaign to conjure up no less than nine different colors—one for each phone tone available. And it makes Mat Culligan's "imagery transfer" sound like more than just another slogan.

### MAGAZINE PROFITS

For advertisers with a major stake in the magazine medium, it's worthwhile to pause every so often to assess the health of those magazine corporations which publish their financial condition. So here is a report on how magazines survived the recession year of 1958. Hearst is excluded because its consolidated statement makes it impossible to assess the performance of the magazine division; both Esquire, Inc., and Meredith are excluded because their fiscal years preclude reports at this time.

The record is rather unhappy. Of the seven reporting publishers, only McCall Corporation and the *New Yorker* improved their financial position. The *New Yorker*, one of the healthiest enterprises in the industry, increased its ratio of profits to revenue from 10.2 per cent in 1957 to 10.8 in 1958, though ratio of net to invested capital declined from 28.4 per cent to 27.1 per cent. McCall accomplished something of a miracle by bettering its position in the face of shrinking revenue. The company held on to \$1.60 of every \$100 it took in during 1958, in contrast

to \$1.40 in 1957. At the same time, ratio of earnings to capital improved from 7.1 per cent in 1957 to 7.8 per cent last year. Of course, McCall's revenues include income from its commercial printing operations.

As for the rest, here's the news:

- Curtis Publishing Company (excluding paper operations and *American Home Magazine*). Ratio of profit to sales: down to 1.4 per cent from 3.0 per cent in 1957. Ratio of profits to invested capital: down to 6.9 per cent from 15.6 per cent in 1957.
- Macfadden Publications. Ratio of profit to sales: down from 3.8 per cent in 1957 to 3.5 per cent in 1958. Ratio of profit to capital: a slide from 18.5 per cent in 1957 to 13.9 per cent last year.
- McGraw-Hill Publishing Company. Profits as a per cent of revenues: down to 7.5 per cent in 1958 from 8.2 per cent in 1957. Profits as a per cent of invested capital: 20.6 per cent in 1958, 26.1 per cent in 1957.
- Time, Inc. Ratio of profits to revenues: from 5.1 per cent in 1957 to 3.5 per cent last year. Ratio of profits to invested capital: down from 14.6 per cent to 9.8 per cent.

As for Condé-Nast Publications, it sank deeper into the red. In 1957, the company suffered a loss of 40 cents on every \$100 of revenue, a loss of \$1.10 on every \$100 of invested capital. The figures for last year: \$1.60 per \$100 of revenue, \$4.80 per \$100 of invested capital.

### THE BLOCKBUSTER BINGE

A number of important industrial advertisers are following the lead of those consumer goods manufacturers who are concentrating big jobs of promotion in one-time shots in the form of TV and print "spectaculars."

Some observations on "specials" made in Grey Advertising Agency's publication "Grey Matter" may be of interest to those who may be thinking that the only way to capture attention in thick business publications is to run a big insert (thus adding to thickness).

While the arguments in favor of blockbusters are obvious, there are other considerations "Grey Matter" points out. For example:

1. How *lasting* is the impact of a spectacular? This is a particularly critical question if the investment requires a lessening of *frequency*.
2. Does company or brand personality become submerged within the "show" of technique?
3. Is the huge investment *emotionally* inspired rather than dictated by sound marketing strategy? That is, does the advertiser want to appear big for *bigness'* sake?
4. "Is the big advertisement, designed to crash through the reader's apathy, more potent than the Big Idea repeated again and again?"

# PRINTACULAR\*

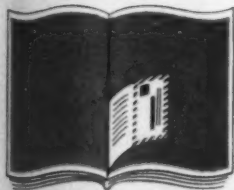
newsletter on the dramatic use of print by advertisers

issued from  
time to time by  
McCall's...

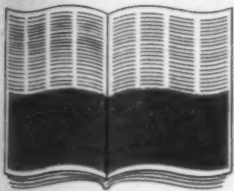
May, 1959

**WHAT MAKES AN AD "BIG"?** Our text for today comes from the popular agency house-organ, "Grey Matter." Though its entire April issue was devoted to "The 'Blockbuster' Trend in Advertising," it winds up with this cautious warning: "While bigness is rampant, we cling to the conviction: it's the **BIG IDEA**, rather than the big ad, which will pay off best."

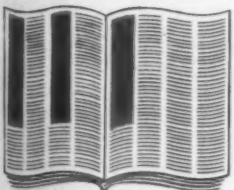
The May issue of McCall's contains ads with "big ideas" in just about every size, from a spread-plus-coupon-card to quarter-pagers. For example...



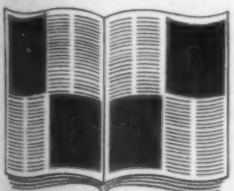
← **Pre-clipped coupon.** The readable picture-story spread that Foote, Cone & Belding designed for Stauffer Home Reducing Plan would probably have pulled very well with the usual coupon-in-the-corner. But think how many more readers will respond to the "big idea"—binding in colorful, ready-to-mail, return postcard (without taking away any space from the copy message.)



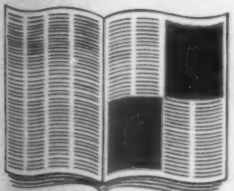
← **Across the Board.** For its client, Del Monte Stewed Tomatoes, McCann-Erickson bought the equivalent of one color-page. But the "big idea"—splitting the page into two facing horizontal half-pages against an upper half of editorial text—helps Del Monte dominate the spread.



← **Swirl, Inc.,** through the Rockmore Company, buys three 143-line ads—partial columns—and devotes each to one of its "Wrap, Tie, Swirl" fashions.



**Smart moves on the "checkerboard."** When McCall's made available this unusual space unit—alternating quarter-page ads surrounded by editorial—it introduced a challenging opportunity for new creative use of magazine space. Here are the "big idea" checkerboards in May McCall's.



← **Wear-Ever Aluminum.** Headlined "What Does She See?" this eye-catcher jumps from square to square, and in each one she sees her family enjoying the output of a different utensil. (Cooked up by Fuller & Smith & Ross.)

← **Rubbermaid, Inc.,** runs a two-word theme, "New Design," through all its four quarter-page units. Each features a different kitchen mat in the Rubbermaid line. (Agency: Ketchum, MacLeod & Grove.)

← **Spring Air Mattresses** bought two quarter-pages for a one-page "checkerboard." But this "twin-bed" layout was a natural, with illustration in one square, copy in the other. (Agency: Gourfain-Loeff.)

Yes, it's the **BIG IDEA** that puts real drama into any "Printacular."

\*A trademark of McCall's... the magazine of Togetherness, circulation now more than 5,300,000 / © 1959 McCall Corporation





*"These smooth, elasticized tights do for the lower body what the snug turtleneck sweater does above... One French couturier in New York custom-tailors them for \$55.90 a pair in three sizes: tight, very tight and barely comfortable."... Story on ski-slope romancing, The New York Times Magazine, February 22, 1959.*

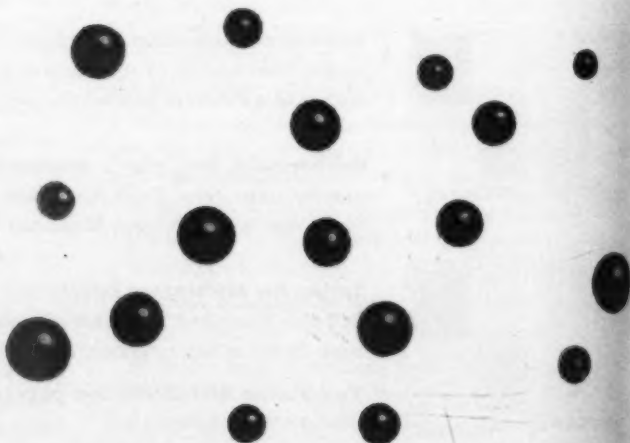


Women enjoy the useful and entertaining stories in The New York Times Magazine every week. They also enjoy the ads. Result: "Sell-outs." Distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

**"The gifted child needs a person who will realize that although he is 'a brain' he is still a child... (he) wants basically what every youngster wants: a person to like, to respect, to admire and to live up to."... Dorothy Barclay's "Parent and Child" page, The New York Times Magazine, February 22,**



## inside The New York Times Magazine



"Stores in cities across the country report sell-outs of Coro Jewelry shown in The New York Times Magazine. Consumers write for the name of the nearest store. Buyers tell us of quick response. One ad sold out the item on the basis of preprints alone."... Gerald E. Rosenberger, president, Coro, Inc., New York.

"SMALL

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Media/comp. Ma



## Letters from Readers

### "SMALL AGENCIES and the 15%"

I take issue with you ("Small Agencies and the 15%," editorial, M/s, December 1958) on your suggestion that the 15 per cent discount on client's billings represents an essential service to media.

It is quite true that from media's point of view this is a most desirable feature of agency service. But from the agency point of view it hangs too great a responsibility on the agency shingle for too little a return.

May I remind you of the ever-increasing scope of agency services to both media and advertisers . . . and the dangerously small net return to agency owners. Many of us in the agency business consider that we render a sufficient service to media in the creative-contact-sales-research features of our operation, without tying the "financial responsibility" on ourselves.

But, the real measure of confusion prevails because, under the "traditional agency financial responsibility" method referred to by you, agencies buy space and time *in behalf of their clients* . . . yet assume sole responsibility for payment. Here we have agencies holding themselves solely responsible for something they can't even use as they please . . . for the space and time can only be used by the agency for a specified client . . . in a manner directed by the client . . . and in a manner acceptable to media. The agency—while solely liable, mind you—cannot sell the space or time in question to another client *without the consent* of both its client and media. And, in most instances contracts for time and space are not transferable in this manner at all.

Here, then, we have the principal serving both as the agent and the principal without the privileges and benefits of both. This is probably one of the few situations wherein one firm is both "fish and fowl" at the same time.

Consider for a moment the position of a factoring organization which guarantees the credit of a firm—in return for which it receives: a chattel mortgage, assignment of accounts receivables, auditing privileges and a fee of 12 to 25 per cent. It is not

required to perform any service other than furnishing the finances to the firm needing it. But you think an advertising agency should perform all of its services and in addition be guarantor to the tune of 85 per cent.

Let's be realistic about this. The time has come for media to reappraise the marvelous partnership it has enjoyed with advertising agencies for the meager 15 per cent commission. Remember, I said, let's be realistic—for there are many accounts in the less than million-dollar billing category to be concerned with here. Accounts on which you have to work to earn your 15 per cent; and if you are careful you'll come out with 1 or 2 per cent net profit. In addition, you think we should risk 85 per cent of our money also.

Does the consent decree prohibit media from setting up a credit information bureau which would enable them to check the credit of all comers? This, I believe, is done in many other industries, and could prevent some of the credit problems that face the publishing field, as well as agencies. It's time for the publishers and agencies to sit down together and approach this problem. The quality of advertising agencies is important to media and their survival. This is no game of hunt the fox. It's a two-way deal.

Your article referred to a new kind of order blank which was being devised by a group of agencies. Here you have a copy of the new order blank referred to. You will note that it is not copyrighted. This was done intentionally, to enable users to make any revisions they deemed suited to their own specific needs.

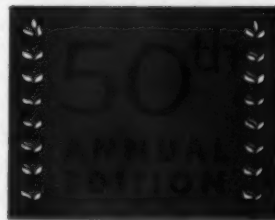
You will note also that this insertion and contract form is not, as you assumed, a disclaimer form. However, it states the agency's position with referring to the AAAA's "Publisher agrees to hold Agency solely liable for payment." The publisher is well able to look after his own rights without the necessity of agencies stating the publishers' rights on its own order forms.

Most publishers' rate cards state "Forwarding of an order construed as acceptance of all rates and condi-

(Continued on page 16)

## Your Golden Opportunity to Increase Sales!

# THOMAS REGISTER



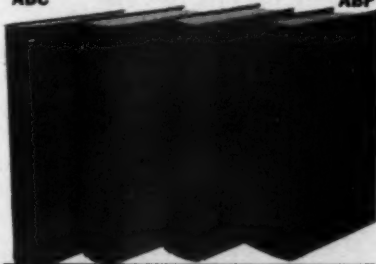
● The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.

● It offers a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries . . . booming in direct buying action. 50,000 items of 12,500 manufacturers will be on display.

● Schedule YOUR products for front line attention now.

Thomas Publishing Company

ABC 461 Eighth Ave. • New York 1, N. Y. ABP



Industry's No. 1 Marketplace of Buying Action!

# "BIG WHAT?"

**“**We Americans inherited a big country. We have made it bigger. But isn't it about time that—in the advertising world especially—we try to apply some qualitative standards to the audiences that we strive to reach? *Isn't it about time that we realize there are very, very few products for which advertising and marketing efficiency cannot be improved with one degree or another of selectivity?*

Name me a good copywriter, from the days of Claude Hopkins to the present, who, as he worded his message, didn't mentally select a hypothetical group of people to which he addressed that message. Has this reasoning no place in media selection and buying?

*We have people in our profession who say, 'People are people'. And thus they give a commonality to human beings which does not exist in fact.*

Let us assume, for instance, that there is an event in Soldiers Field which has attracted 100,000 people. Let us ask, 'Do these people have a commonality permitting us to buy their audience on a basis of numbers?'

There are children in the group, and there are octogenarians. There are people of all ages and both sexes. So we must divide the interests of the group in many important aspects. *And it is this division of interest that must determine what we say to them and where we say it.*

Our group in Soldiers Field tonight may be watching a prize fight. Tomorrow night that same field will be filled with an equal number of people who are attending the annual music festival.

To these two groups, would you address the same advertising message? Would you put it in the same me-

## HEARST MAGAZINES

13 KEYS TO 13 SPECIAL INTEREST MARKETS

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Media/scope, M



In a speech before leading media directors of Chicago agencies, Arthur L. Decher, Senior Vice President of Henri, Hurst & McDonald Inc., set forth some frank opinions on the use of media today—asserting that circulation size is not the sole, or even the most important, measure of effectiveness. On the subject of bigness per se he asks: “Big What?”—and follows the question with the comments on these pages.

dia? Of course you wouldn't. If you did, you would have to deal with that thin layer of commonality which applies to all of them. *And, thus, your advertising concept and execution becomes like the Powder River—a mile wide and an inch deep.*

Research has shown, time and time again, that where the advertising message has been written specifically for a selected audience of a selected publication, the traffic in all three classifications is much heavier. In other words, the ‘people-are-people’ type of approach is ineffective to a selected audience.

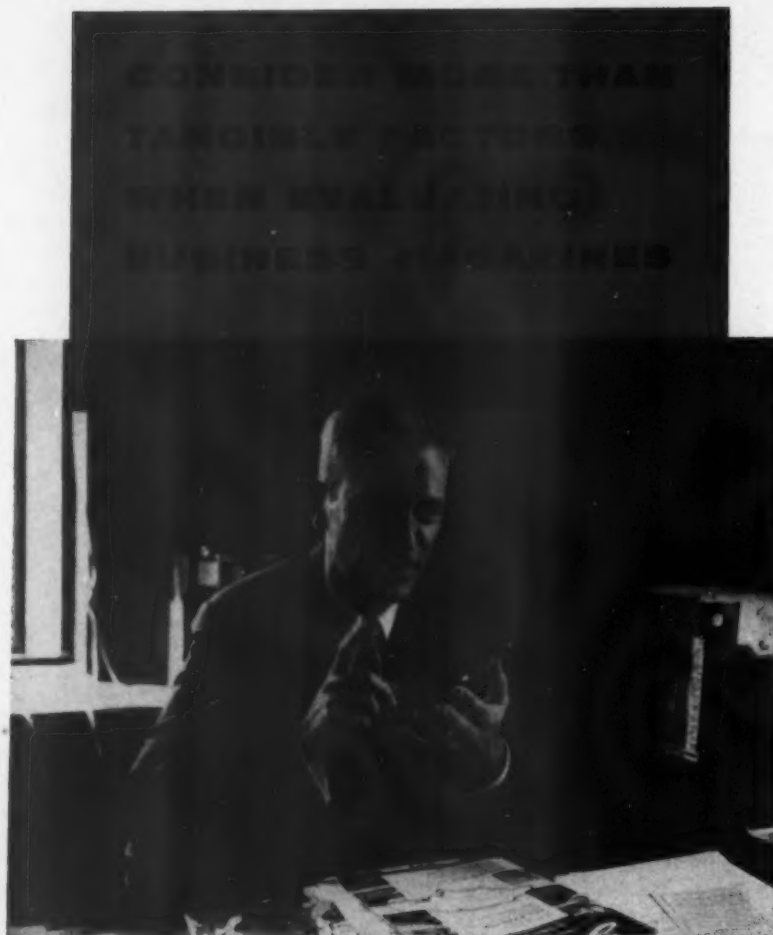
*On the other hand, a specialized message to an audience of specialized interest is most effective. Does it not therefore follow that the specialized audience becomes just as important as the specialized copy? I ask you then, why in our admiration of bigness we so often fail to consider the specialized interest of the audience?*

Magazines differ widely in editorial concept and content. Can we view them as so much circulation? And how much is the effectiveness of any given ad affected by the context of the editorial matter?

*Figures alone are not enough in measuring any advertising medium. They must be interpreted in terms of human beings.* We must know what kind of people read a given publication...before we set out to write the selling message directed towards them. We want an analysis of the climate, the atmosphere, the context surrounding each advertisement. Will it be read in the kitchen, the living room, or the office? What of the mood created by the editorial matter?

*In short, what special interest factors create a special sales promotion force for advertisers...a force that is something a good deal more than a ‘mile wide and an inch deep’?* ”

- Town & Country • Cosmopolitan • Sports Afield • Popular Mechanics • Motor
- Good Housekeeping • Bride & Home • American Druggist • House Beautiful
- Motor Boating • Harper's Bazaar • Science Digest • New Medical Materia



**GORDON G. VANDERWARKER** is vice president and New York media director for Needham, Louis and Brorby, Inc. Here is what he says about selecting media to reach industrial markets . . .

“Agencies and advertisers do themselves a disservice if, in evaluating business publications, they consider only the tangible or measurable factors. One major consideration should concern itself with these questions: 1) What is the market to be covered? 2) Does the publication cover it with useful editorial purpose? If the market is important and the editors write to it in a manner constructive to the people within that market, then the publication becomes a valuable medium for advertisers.”

Circulation numbers are only one factor in selecting business magazines. There must always be interpretation and evaluation of all the facts to determine the most effective media for your industrial advertising.

**McGraw-Hill**  
PUBLICATIONS

McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., N. Y. 36, N. Y.

(Continued from page 13)

tions under which advertising space is at the time sold by the publisher. Failure to make the rate or conditions correspond with rate card effective when advertising is published regarded only as clerical error and publication is made and is to be paid for upon the terms of the schedule in force without further notification.”

Thus you can see that it may not matter what agencies say on their order forms. The publisher says so—sure! However, this first suggested departure from the so-called “standard” order form may result in a more reasonable approach to a number of agency-media problems which are now being solved on-the-spot at the momentary whim of the persons making the decisions.

If the publishers really expect agencies to continue honoring the “sole responsibility tradition,” they had better think in terms of a more equitable return for “all this and a guarantee too.” A large number of publishers are not even realistic enough to allow a cash discount for the prompt payment they expect and demand.

**LOUIS E. REINHOLD**  
President, Richmond Advertising Service, Inc.

#### REPORT FROM STOCKHOLM

In my function as media buyer, I must follow the progress of media research, and from the glimpses I got of the January issue of *MEDIA/SCOPE* I think the publication has much of value for me.

It might interest you to know that the copy came into my hands through the good graces of the Stockholm office of *Reader's Digest*, which, in turn, had received it from their parent firm. It is possible that you may receive more subscriptions from Stockholm based on this same single copy, since I have discussed it with other media men here who have expressed interest in your publication.

**LENNERT LINDGREN**  
Media buyer, Tornbloms Annonsbyrå, Stockholm, Sweden.

#### CLASSIFYING BUSINESS PUBLICATIONS

It's not always good policy to quarrel with the boss, but I'm new enough as a regular contributor to take issue with Mr. Bothof's “Publisher's Note



book" (March M/s) in which he recommends new nomenclature for classification of business publications, as follows:

Technical or industrial publications  
Professional publications  
Institutional publications  
Business news publications  
Merchandising publications  
I would go a little farther, and classify business publications this way:

First, by circulation method:

paid  
controlled  
paid-controlled  
franchise  
association  
manufacturer-published

Second, by audience:  
management—*Business Week*, *Fortune*, etc.

functional (horizontal by job responsibility)—*Purchasing*, *Modern Materials Handling*, *Machine Design*, etc.

vertical—*Textile Industries*, *Oil & Gas Journal*, *Institutions* (which I, unlike the boss, see as covering a vertical "industrial" market, rather than as one of a separate category—and I'd include farm papers, too).

professional—*Banking*, *Progressive Architecture*, *Scientific American*, etc.  
merchandising (or dealer)—*Electrical Merchandising*, *Women's Wear Daily*, etc.

regional  
export

Third, by content:

news—*Business Week*, *Aviation Age*, etc.

technical—*Industrial & Engineering Chemistry*, *Tool Engineer*, etc.

news-technical—*Iron Age*, *Oil & Gas Journal*, etc.

new product announcement: *Industrial Equipment News*, etc.

merchandising

Fourth, by physical form:

standard  
tabloid  
king-size  
newspaper

HOWARD G. SAWYER

Vice president and marketing director, James Thomas Chirg Company, Boston.

#### STARCH SERIES

Your recent series of articles, "Analysis of 12 Million Inquiries," by Dr. Daniel Starch, has proved to be

valuable reading for me. The comprehensive analysis of inquiry patterns and results presented in this concise report would enhance my reference library.

MICHAEL P. CASEY

Klau-Van Pietersom-Dunlap, Inc., Milwaukee.

#### DID NOT UNDERSTAND

I did not understand "No Simple Solution to Comparison of Media," by Solomon Dutka and Lester R. Frankel in your March issue.

"... many of the parameters are not yet known precisely." This is putting it mildly. Most advertising parameters are nowhere near being satisfactorily measurable to warrant association with the term "mathematical."

"An examination of Figure 1 puts into proper perspective a type of comparison which is currently being made between television and magazines." I examined Figure 1 and frankly, found neither proper perspective nor a proper reflection of what the various media measurement methods currently do.

"Figure 2 shows a modification of the typical learning curve as applied to a single individual." Whereas I agree that advertising may be conceived of as a learning process, no stretch of the imagination could posit a curve demonstrated as a typical learning curve which may even remotely be profitably usable in advertising. (Must we completely confuse our colleagues in media with elaborate equations? If we must, I prefer the equation

$$s_{ER} = 3.55 (1 - 10^{-0.0305 N})$$

expressed in six units, because it is simpler and maybe a lot prettier and just as impertinent.)

The Figure 2 curve defies not only common sense, but also psychological work on the very great number of variables which affect and are part of learning. Learning is not a series of piece-meal adventitious accretions. In the fabric of learning (and in advertising penetration) there is integration, combination, selectivity, striving for completion, attitude, context, meaning, etc. (Furthermore, a list of the many intervening variables in the learning (and advertising) process would fill an entire page.) Patterns develop, insights are made. I have always felt that one of the myriad things wrong with advertising meas-



Congratulations are due this highly commendable marketizing\* program:

In 1959 the Metal & Thermit Corp. will place 360 pages of advertising in 30 business magazines... backing this up will be a direct mail campaign... catalog will be distributed in CHEMICAL MATERIALS CATALOG... cross-references to their product data in CMC will appear in ads and direct mail... sales force will be fully acquainted with the program.

Like a shirt  
with all its buttons

...marketizing\* has its maximum value only when it is complete. When any part is left out it cannot serve its full purpose. To insure a complete selling effort for chemicals and raw materials, be sure your budget covers catalog distribution in CMC — supported by cross-references in advertising and direct mail.

CMC will put additional effectiveness into all your marketizing efforts. It penetrates the vital buying and specifying influences in over 12,000 process plants of all kinds.

\*MARKETING... a method of developing industrial sales and product acceptance through the coordination of sales strategy — advertising — direct mail — and effective catalog distribution.



REINHOLD PUBLISHING CORP.  
430 Park Ave., New York 22, N. Y.

For complete information, consult our "tell-all" pages in SRDS



A WHBF PLUS SIGN NO. 1



Standing, is Ted Arnold, WHBF Stations' Sales Manager, a member of the school board, shown in session.

## Community leadership by staff people enhances WHBF value—for advertisers

The esteem that WHBF enjoys in its home town community—the Quad-Cities—is deeply rooted. Since 1925 this station has had the advantage of constructive management by community-minded people. In accordance with this philosophy, WHBF has attracted a staff of like quality.

Probably no other organization in the Quad-City area contributes more man hours, on and off the job, to helping and cooperating with every worthwhile project.

The result of such community leadership and participation has accumulated over the years into a tremendous amount of acceptance for WHBF.

This excellent stature, although it cannot be worked into a rate card, is a tangible plus that WHBF advertisers share with us in the Quad-Cities.

Ask Avery-Knodel, or write to Maurice Corben, WHBF, Telco Bldg., Rock Island, Ill., for recommendations and availabilities... radio or television.



urement is its reliance on additive mechanical factors rather than pattern analysis. Hackneyed to repeat, yes, but we all know behaviorally and structurally, the whole is always more than the sum of its parts.

And then came the *coup de grace*, superimposed on this questionable curve we find something called thresholds; knowledge, favorable attitudes, and compulsion to buy, each with precise blocks of space. What sort of outlandish conjecture has ever inferred from any advertising study the dimension of *compulsion*!

Not only did it present something dubious, its conclusions were also rather hoarily obvious and as I stumbled through, they seemed little related to the alleged "theoretical model."

Those qualifying clauses which are used in the article so frequently e.g., "depending on many factors" . . . are probably obscuring the most vital points in the advertising process.

DR. NORMAN YOUNG

Mogul, Lewin, Williams & Saylor, Inc.

## APPLES AND ORANGES

The article by Solomon Dutka and Lester Frankel in the March issue of *MEDIA/SCOPE* about comparisons of media established an intriguing methodological approach to the problem.

At times we obtain measures of awareness and knowledge of the advertising claims made for our brands by consumer interview. We are beginning to experiment with techniques for determining the degree of favorable attitude towards our brands. Therefore, here at Bristol-Myers we are well along on obtaining the measurements needed to develop the profiles you suggest for the different types of advertising brands.

It occurred to me, however, that there was another dimension to this whole problem which I'd like to suggest as an addition to those you have included in your analysis. This pertains to the conclusion that people differ in their responsiveness to advertising—some are more venturesome than others and therefore would have a more sharply increasing profile of probability than others.

In effect, your product profiles represent the average cross section of a surface whose third dimension is determined by the way in which different groups in the population re-

spond to the advertising on particular types of products.

This complicates the problem of comparison of media, inasmuch as it has been found that media tend to select these types of people in the population in varying degrees; that the audience of one publication may be more venturesome or more gregarious than the audience of another.

I am sure I have not made the researcher's task any easier with the suggestion, but, at the very least, you can see that your article stimulates some additional thoughts.

JOHN E. MYERS

Manager, market research, Bristol-Myers Company.

## PUBLISHER'S NOTEBOOK

Your Publisher's Notebook column on business paper classification promised new orientation in the mass of epithets with which we buyers are confronted. Who now is going to convert this promise to meaningful use for you or the business papers?

JOHN W. POWERS

Account executive, Len W. Company, Los Angeles

## ENJOYS READING

We enjoy reading *MEDIA/SCOPE* and find that it has many good ideas which we find applicable in both domestic and foreign advertising.

F. A. BOWEN

Media supervisor, The Parker Pen Company.

## SPACE BUYER'S WEEK

Our Monday morning opener is the shop by nine, His book is off the schedule and the fault it seems is mine. How could I be so stupid, His story to ignore? (Of course, it could be simply that He's never called before!)

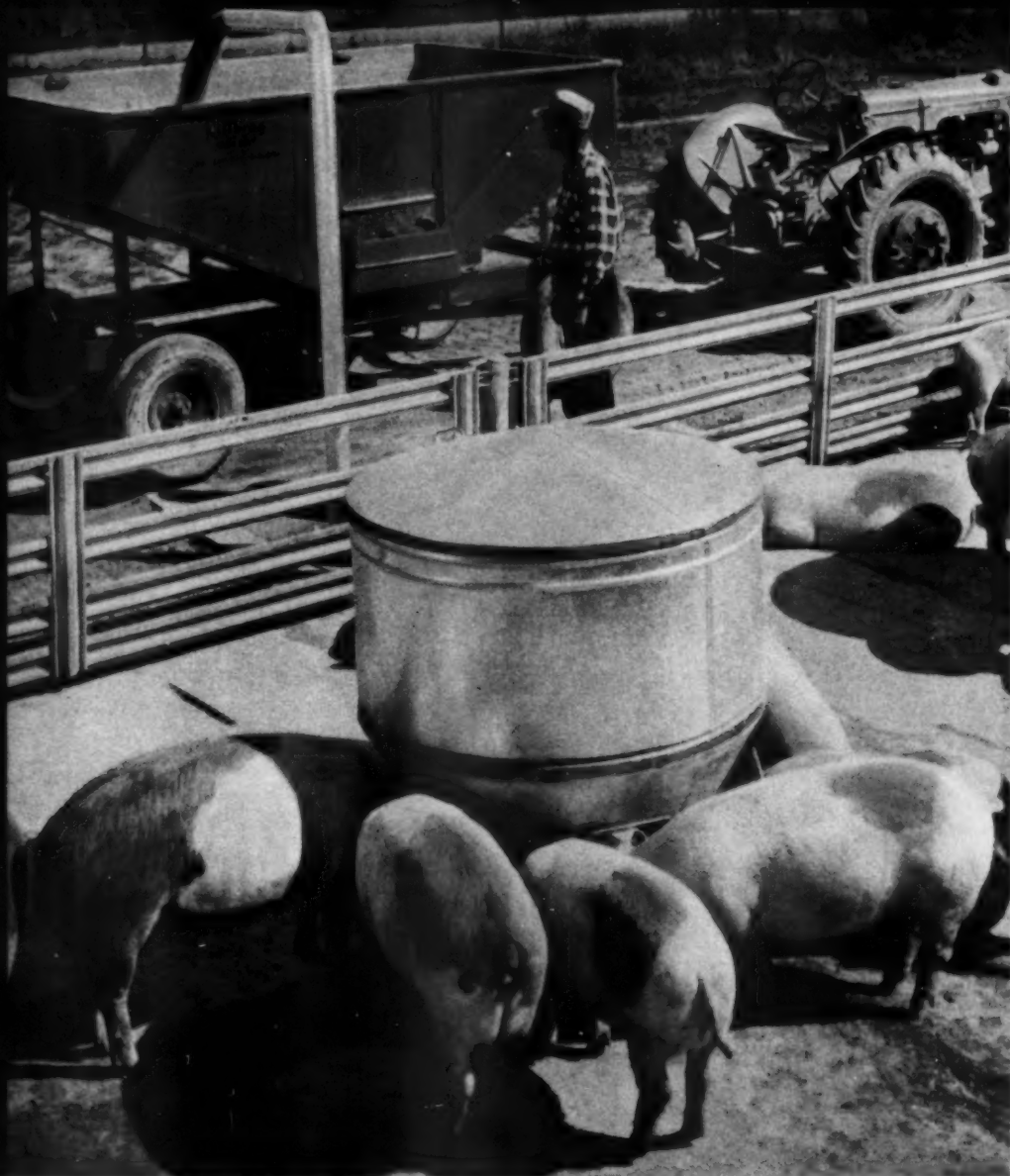
On Tuesday afternoon we get old ambidextrous Joe How many books he represents, he really doesn't know; But if he can't recall them all You'll find them on his card; So buying space in regionals Is really rather hard.

Sing a song of section 12 and Audit Bureau facts Our Wednesday morning opener is figure-happy Max.

(Continued on page 21)

Media/scope, May, 1964

Meet  
a  
FARM  
JOURNAL  
Farmer



Bill Mansfield of Delaware County, Indiana, as featured in FARM JOURNAL.

The name's Bill Mansfield . . . and hog farmers the country over are interested in his method of drylot cleaning. Most of these hogmen first met Bill down at the mailbox—while picking up their FARM JOURNAL.

Nobody beats FARM JOURNAL in delivering farm news and money-making ideas—nationally and regionally. Gathered from *every* part of the country; delivered to *any* part of the country. From wherever it happens, to wherever it matters.

The top farm operators look to, and read through, FARM JOURNAL for ideas that lead to profitable action. What better place to advertise to them, than in the magazine that wraps up the class farm market *en masse*.

Small wonder the farm equipment industry depends so heavily on FARM JOURNAL. They know, from experience, that nothing influences

farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL.

**INTERESTED IN THE TOP FARMERS?**

**BALERS**

71% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

**GRAIN COMBINES**

70% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

**CORN PICKERS**

73% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

**MILKING MACHINES**

74% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

Most of the best farm families depend on



the same is true among advertisers

Graham Patterson, *Publisher*  
Richard J. Babcock, *President*

nothing drives home sales like

# **AWHERENESS**



...and nothing builds **AWHERENESS** like the Yellow Pages

Whatever you sell, wherever it's sold, nothing directs prospects your way like **AWHERENESS**! And nothing builds **AWHERENESS** like the Yellow Pages—the buyers' guide that tells your prospects where to find your product or service. For the manufacturer of brand-name products, Trade Mark Service in the Yellow Pages makes

prospects aware of his local outlets. For the local business man, Yellow Pages advertising makes the community aware of the products and services he offers.

The Yellow Pages man will help plan an **AWHERENESS** sales program for your needs. Call him at your Bell Telephone Business Office.



The advertising medium that tells people where to find your local outlets!



(Continued from page 18)

This boy is full of wisdom  
Right out of Standard Rate,  
And if we couldn't read at all  
His story would be great.

On Thursday we are blessed with  
aristocratic Thor  
He represents a big-time book and  
is a big-time bore.  
He's full of slick sincerity,  
Knows everyone who counts  
And while he drops their names  
around  
Our sales resistance mounts.

Happy, happy Friday, we get a call  
from Ray  
Who really only stopped in to pass  
the time of day.  
He brings the latest rumors  
And gossip from the trade,  
And lots of little chit-chat  
But very little aid.

And now it's Friday evening; the  
salesmen finally stop;  
We start to do our desk work  
(the Monday mail's on top).  
We've had our share of characters,  
And yet we realize—  
They're just a small minority.  
The rest are real great guys!

ELAINE KORTAS, Media Manager,  
JOYCE MOBERG, Space Buyer  
Marsteller, Rickard, Gebhardt and  
Reed, Inc.

#### SINGLE-COPY SALES

Your meaty article in April, "How Important to Advertisers Are Single-copy Sales?" eloquently reveals the notable efforts on the part of many magazines publishers to explain away the fact that single-copy sales are dying, leaving publishers no alternative but to boost subs. Subs have suddenly become more valuable for the advertiser than single-copy sales! Naturally. It may or may not be pertinent for a mail-order man to point out that magazines with large or total single-copy circulation produce much better than magazines with great emphasis on subscription circulation. This has always been true.

Too many magazines enjoy substantial single-copy sales to permit us to accept the explanation that the decline of newstand is due to changing social factors. And it yet remains true that the man or woman who walks up to a newsstand and puts down his or her money for a specific

Just as you get more in today's **MOTELS**



you get more of everything with

AMERICAN  
**MOTEL**

**Now ... More of the Lodging Market.** Motels outnumber hotels 2 to 1 and have overtaken hotels in dollar volume for room rental. 57,930 motels with 1,241,078 rental units serve 1½ million guests every night and gross more than two billion dollars a year. The industry is growing at a rate of 2,000 new motels annually, including an ever-increasing percentage of large luxury establishments, downtown motels and national chains. The modern motel is rapidly replacing the old tourist court. Send for 1959 "Motel Market & Sales Analysis", "New Motel Planning & Purchasing Study" and "Distribution Study".

**More Readers.** ABC circulation is now 26,000 and growing faster than ever before. American Motel has the largest circulation and is the only ABC audited book in the field.

**More Buying Power Per Reader.** Thirty per cent of the nation's motels do 65% of the buying. A buying power audit documents American Motel's superior strength in this all-important segment of the market. Send for "Subscriber Buying Power Audit."

**More Reader Interest.** Year after year motel operators pay to renew their American Motel subscriptions because they find the many "how-to-do-it" features important in their work. Each issue is the result of a full year of planning and fieldwork with motel operators all over the country. Readex scores, some of the highest ever recorded, prove that American Motel's sound editorial planning pays off in record-breaking reader interest. American Motel is first in pages of advertising too, also Readexed. Send for 1959 "Editorial Forecast" and new "Readex Reports."

**More Service.** Including monthly building bulletins (new motels being planned, constructed or remodeled), Industry Highlights (market data and trends), a continuing research program (supplying market information), reader's service (developing inquiries for advertisers), mailing service, ColorScope reproduction, merchandising facilities, etc.



Patterson Publishing Co. • 5 South Wabash Ave. • Chicago 3, Ill.

WHEN SELECTING A HOUSTON NEWSPAPER  
SELECT THE LEADER . . . .

## THE HOUSTON CHRONICLE



### THE HOUSTON CHRONICLE

LEADS . . .

In 17 out of all 24

Retail Advertising  
classifications

In 18 out of all 22

General Advertising  
classifications

In 26 out of all 28

Classified Advertising  
classifications

## THE HOUSTON CHRONICLE

Read by More Houstonians  
Than Any Other Newspaper!

SOURCE:  
Media Records, 1958

THE BRANHAM COMPANY - National Representatives

magazine is a better reader, a more active and thorough reader, than the subscriber who may have been lured by a discount offer made in person or by direct mail, and who may or may not even open the magazine when it arrives. Our experience with direct results advertising over many years points this way.

HARRY SCHNEIDERMAN  
President, Harry Schneiderman,  
Inc., Advertising, Chicago.

### PROTEST FROM PLAYBOY

The article, "How Important to Advertisers Are Single-copy Sales?" (M/s April 1959) seems to make a serious omission when it fails to point out *Playboy's* unique and tremendous success in the single-copy field.

Your article states that, "moreover, to accept the lack of vitality argument (as a cause of the drop in newsstand sales for most magazines) would mean accepting the proposition that most of this country's respected magazines have been simultaneously stricken with editorial paralysis." This seems to be incredible to your writer, and he spends a great deal of time attempting to rationalize the switch from newsstand circulation to subscription circulation.

Nonsense! Any publisher who had the choice would automatically prefer newsstand circulation, as it is the only avenue of distribution which assures him of making a profit on circulation as well as advertising. The fact of the matter is that most publishers today do not have an editorial product which does not have to be actively sold to readers. They are indeed suffering from "editorial paralysis."

The Association of National Advertisers says, "The act of buying at full-cover price indicates the highest degree of positive interest in the magazine purchased." Because more than 85 per cent of *Playboy's* circulation is at the newsstand, we feel that we offer our advertisers an unparalleled measure of this kind of positive interest. Certainly an advertisement stands a much better chance of being actually read in a magazine which has been purchased at full-cover price at the newsstand than in a magazine that arrives through the mail in the course of a busy week. A newsstand buyer has mentally "budgeted" the time to read the magazine which is in the act of purchasing. Consider on the other hand, how many mag-

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Media/scope, Mo.

zines "delivered" never actually get read when the recipient has been cajoled into ordering the magazine by a door-to-door salesman or has succumbed to a "cut-rate" offer sent to him in the mail. *Playboy* has chosen not to force circulation by using expensive promotion, but instead has depended on its own editorial vitality to attract a large voluntary circulation. We really believe that it is better to be a magazine that readers buy than a magazine that buys readers.

And now that postal rates are being increased, we are particularly pleased that we do not have to "buy" our circulation. Magazines which have had to depend on mass offerings of "cut-rate" subscriptions now find themselves faced with staggering postage increases if they are to continue this artificial method of obtaining readers. And the magazines which are faced with such increased expenses have to get the money some place, and most of it comes from advertisers. Ironically, the advertiser winds up paying a premium for the very readers who are least interested in the magazine—the ones who must be "bought."

*Playboy* is one of the few leading magazines that enjoys a healthy profit from both subscription and newsstand sales. It is difficult for me to believe that there are any magazines that would not like to do the same. Those magazines which are continually forced to make expensive subscription solicitations through the mails or from door-to-door selling efforts must, of necessity, use advertising revenue to buy circulation. And I seriously question whether this kind of circulation is of much value to advertisers.

VICTOR LOWNES, III

Promotion director, *Playboy*,  
Chicago.

#### CONGRATULATIONS

Let me congratulate you on the quality of your publication. We certainly look forward to each month's edition.

Your series of Media Buyers' Check Lists has proved of such interest in our office that several of mine have disappeared.

Hence, will you please send us two complete sets of all the check lists that have been put out to date and bill us accordingly?

ALBERT W. HELLENTHAL

Vice president, Gerth, Brown, Clark & Elkus, Sacramento, Calif.

## MARKETING QUIZ

If you were after the \$17.5 billion mass feeding market

### which man would you sell?



Mr. A

**Institutional Feeder**  
Feeding is not our primary interest. To sell us you have to be the low bidder.



Mr. B

**Incidental Feeder**  
Here, feeding is a side-line... a convenience. Our daily volume isn't large.



Mr. C

**Small Commercial Feeder**  
Attracting and pleasing customers is important to me—but my buying power is limited.



Mr. D

**Large Commercial Feeder**  
I must give my customers good food, service and decor and I have the money to do it.

**THE FIGURES.** There are 152,000 institutional and 200,000 incidental feeding operations (Mr. A and Mr. B). Combined, they account for only 28.8 per cent of all the meals served away from home. The remaining meals, 71.2 per cent, are served in commercial restaurants (Mr. C and Mr. D). Thus, the 230,000 commercial restaurants are the "profit core" of the feeding industry. In "the heart of the profit core" are 55,000 large commercial feeders who do 80 per cent of the commercial business.

**THE ANSWER** is, of course, Mr. D. The large commercial feeder is the number one sales target. He has volume and the ability to buy new and better products. In fact, to stay in business, he *must* constantly improve his operation.

The award winning features in *American Restaurant Magazine* help the large commercial feeder keep his food, service and decor top-grade. This is the only magazine that concentrates on Mr. D and doesn't get sidetracked with Messrs. A, B and C. That's why *American Restaurant* has more subscribers in "the heart of the profit core" than any other publication. Want to know more about Mr. D? Send for these marketing tools: 1959 *Restaurant Market & Sales Analysis*; 1958 *Subscriber Analysis*; *Readex Reports*.



**american  
RESTAURANT**

Patterson Publishing Co. • 5 South Wabash Ave. • Chicago 3, Ill.

# Millions live in the environment of



In the years between 1948 and 1958 the total number of U. S. families increased by 22%.

An impressive growth? Not when you set it up against this brace of facts:

Over the same period, families with incomes of \$7,500 to \$10,000 jumped 253%. And families with incomes of \$10,000 and over climbed 235%.

There are now between 8 and 10 million of these well educated, higher income people in the U. S. They are found practically everywhere and they make their presence felt in a dramatic, decisive way wherever they work, wherever they live.

They establish trends and set styles of this nation locally and nationally. With the consent (and



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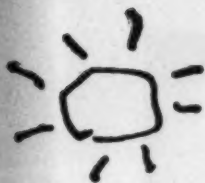
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The boom at the upper level,  
number 4:  
a message to business.



## achievement

even the admiration) of their fellows.

They are individuals who demand top quality in everything—especially in their source of information. That's why they rely on *TIME* to keep them well informed in every area of interest.

There are those who don't read *TIME*, but they're surrounded by *TIME*-reading friends, business associates, colleagues and families.

Selling these millions makes the great years in every field, from hi-fi to high finance, from cameras to chemicals. They are the first people to talk to about your product or service. They can be reached with maximum effectiveness only in the pages of their favorite magazine, *TIME*.

## Tom Mahon Knows He's Seen the Long Beach Market



Assistant Media Director,  
Benton & Bowles, Inc.,  
New York

*After visiting the Long Beach market, Tom Mahon says: "I was tremendously impressed with Long Beach and its dynamic growth—some say you can almost bear it grow! And certainly Long Beach is an entity within the Los Angeles-Long Beach metro area with its own activities and attitudes which reflects in its choice of newspapers."*

"Metropolitan Long Beach," a market of 1,471,000, is dominated by the Independent Press-Telegram which has 3 times the circulation of any other daily paper in this area.

**Independent  
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally  
by

**RIDDER-JOHNS, INC.**

## Trade Talk



Dave Wasko

**Future Fight . . .** As though it was planned to keep this hectic advertising business from becoming dull, the single broadcast rate battle will probably rage for several months more before it is either settled or dropped. While the arguments raised by national advertisers and agencies center around eliminating the retail and regional rate scales, the broadcasting industry is wondering, among other things, if the single rate card will eliminate the 20 or more other rates per station that were created by the time buyers with their clients goading them on. It looks as though the question boils down to trying to determine whether the buyer or the seller created the more vicious "monster."

**Magazine Madness? . . .** Certain magazines have banded together to try to impress the public with the idea that watching TV is less rewarding than reading magazines. The campaign conducted by each of the books is tied in with their own editorial concept. Those in the media-buying business who have seen the effort in this war on television are convinced of two things: (1) Since the advertisements might be read by people who already buy these magazines, the books might be lucky enough to keep these people as readers. (2) Television viewing will probably continue to rise. At this stage of the game, who can stop it?

**Sky High . . .** Now that the warm weather is approaching, based on its usage down South during the past winter, there are indications that Skytyping might be seen more up

North than in the past. This method of skywriting hasn't really been used so much as it might have been so future users can still cash in on the novelty of it in connection with special promotions and new-product introductions. This non-use is primarily because of buyers' lack of knowledge of the medium and the sellers' mild promotion of it.

**ABC for Broadcast? . . .** Vernon C. Meyers, publisher of *Look* magazine, gave the advertising fraternity something to think about when he revived the real subject of an ABC for the broadcast media. This is a subject which has been brushed over almost as quietly as the arrears on ABC publishers' statements. Mr. Meyers, while he is in a medium competitive with broadcast, has a lot of advertising and agency buyers sharing his feeling that broadcast circulation audits would be a good thing to have. The future would be great for the genius who could come up with an acceptable formula for the project.

**Progress . . .** according to Herbert W. Moloney, Jr. of Moloney, Regan & Schmitt, some progress is being made in developing a clearing house for newspapers. Such an organization would naturally eliminate much of the paper work which now makes releasing newspaper campaigns a time-consuming and expensive job for advertising agencies. Actually the problem shouldn't be too difficult to solve. After all, Weekly Newspaper Representatives Inc. has been doing it efficiently for the weeklies for a long time now.



## Media/quotes

### INFLUENCING EDITORIAL

My pet peeve is with public relations people and with advertisers who try to run the editorial end of Business Publications. This is poor public relations and it's poor economics. A publication cannot attract and hold readers by filling editorial space with information about advertisers and their doings, unless that information is interesting to readers. Determining reader interest is a specialized task, in my judgment, for which editors are objectively qualified and oriented and public relations men are biased by self interest.

The public relations man or the advertising man who makes the placing of advertising contingent on free editorial space is not going to be very valuable, in my judgment, very long to his employers or his clients. Why? Because he is poisoning the very water in which he hopes to catch customers. The same applies to publishers who barter editorial space in exchange for advertising revenue. Nobody benefits. Everybody loses.

The only sensible approach—in my judgment again—by editors, by advertising men, by public relations men alike, is to let news stand on its own feet and find its own level of interest in each medium. The editor, the advertising man, the public relations man—all three, I feel—should work for the editorial integrity of the medium. In that way everybody wins, including the trade being served by the industrialist and by the business publication.—ALLEN H. CENTER, Director of Public Relations, Motorola, Inc., before National Business Publications, Chicago.

### FEW IDEAS FROM CONSUMERS

Up until World War II, product changes were characterized by technical innovation and fundamental improvements. But now, with vastly expanded markets resulting in serious distribution problems, and ever-increasing cost of introducing a new product to the mass market, top management requires more assurance that the product will sell. Consequently,

elaborate methods have been developed to delve into the consumer's likes, dislikes, and motivations.

I would like to point out that good market research means more than merely asking the consumer whether or not she likes or will buy a given new product. Our analysts probe much deeper looking for more fundamental factors governing the consumers' reactions. It must be kept in mind that the customer virtually never invents, innovates, or even suggests anything new. They are very capable and vocal

about what they don't like, provided it is within their realm of experience to pass judgment.—D. L. MCFARLAND, Manager-Industrial Design Operation, General Electric Company, before American Marketing Association.

### NEW MARKETING IDEAS

A constant watch must be kept to spot the times when a new idea is due. The occasions will vary from business to business; but here are some that may apply to most:

(Continued on next page)

Here it is...

THE LAST WORD  
ON TODAY'S  
MOTEL MARKET



## TOURIST COURT JOURNAL

Temple • Texas

Tourist Court Journal has done it again! It has come up with the most extensive market-study ever made in the motel field—not only in the number of subjects covered but in the number of tourist court-motels that participated. It is filled with factuities: facts and figures that tell you who buys what, when and how much.

To get a true picture of this phenomenal market—send today for EIGHT BILLION DOLLARS AIN'T HAY. Your copy is ready with our compliments. Address: William G. Browning, Advertising Manager, Tourist Court Journal, Temple, Texas.

See our advertisement in Standard Rate & Data Service  
Advertising Representatives  
NEW YORK: A. B. McCluskey, 255 Madison Ave. • CHICAGO: Clarence Engvall, 612 No. Michigan Ave.  
PHILADELPHIA: W. J. Brown, 1111 Franklin St. • ST. LOUIS: L. J. Brown, 1017 Broadway St.

**Sell the complete buying team  
with Croplife's Production Edition**

Management and production men call the shots on what to buy and who to buy it from in the fast-changing agricultural chemicals field. That's why Croplife has come up with this unique new edition published every fourth week.

It's edited exclusively for production and management men, circulated exclusively to them (about 8,500, every one named and validated). This new, added circulation costs you nothing extra, and it gives your advertising deeper penetration to the complete buying team.

# Croplife

the weekly newspaper of the  
agricultural chemicals industry

Write:

**The Miller Publishing Company**  
2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
... business journalists  
since 1873



New York  
Chicago Kansas City

1. When a brand is the leader in the market—this is the most vulnerable moment in its history.

2. When the brand is *not* the leader in the market—to help improve its position and counter the moves that the leader is certain to make.

3. When trade inventories are increasing, but consumer movement is not following suit.

4. When private label brands are growing in volume and in share of the product class. (I suppose the ideal formula for the advertised brand is to be always at least one consumer benefit ahead of the private label brand.)

5. When costs are stable or even dropping, and the leader raises his prices—this may portend a new development by him, which he will support with heavier advertising and promotion expenditures.

6. When a spate of reduced price deals starts.

7. When distribution is dropping.

8. When merchandise is being returned by the trade.

9. When promotions are beginning to lose their effectiveness.

10. When readership scores are dropping.

11. When program ratings are slipping.

12. When the retention rate of users is declining.—AMBROSE ADDIS, Director of Marketing Studies, Lever Brothers Company, before American Marketing Association, New York City.

## NOT ADVERTISING ALONE

Today we not only have a multitude of media and a myriad of competing products from here and abroad, but we are also in a most turbulent and constantly changing period of marketing history . . . on an over-all basis, within industries, within segments of industries, between levels of distribution, and with that same old fellow down the street in the same business we are, but without our ethics. There are so many factors that can distort the sales picture today that an attempt to describe the success of any effort solely by evaluating the advertising alone, or the sales effort alone, or even the over-all marketing strategy alone can be misleading.

In such a confused situation, it is essential that we remember some of the unpleasant truths of marketing. A new package will not change a faulty product; more advertising will

not forever make up for faulty pricing; and the loss of volume due to a drastically cut advertising budget will cost many times more to recover than was saved by the original cut. Our research department finds that it is as true today as it was a generation ago that if you keep your product at the top of its competitive classification in quality, keep your pricing right, and keep your advertising steady, you will always come out on top of the heap.—BRYAN HOUSTON, Chairman of the Board, Bryan Houston, Inc., before Cincinnati Rotary Club.

## PROGRAMS UNDER CENSURE

Our tens of millions of viewers must realize that the very programs they have made popular are the ones under censure. They must be shown that any attempt at program regulation is in effect an attempt to curb their own freedom of program choice.

If the public wishes to continue as the ultimate authority in broadcasting, if it wants to preserve its rights in the present broadcast service, it should do so through the traditional democratic procedure of self-expression. It did so last year when pay-TV seemed near official sanction. The threat to free-TV was then clear and visible. It was the reaction of the public, swiftly registered, emphatically expressed to legislators, that stimulated the introduction of a score of anti-pay television measures in Congress. The public must maintain similar vigilance over the march of events today.—ROBERT W. SARNOFF, Chairman of the Board, National Broadcasting Company, before National Association of Broadcasters, Chicago.

## RATE-CARD SIMPLIFICATION

It is obvious that there is no easy solution to the task of rate card simplification. Simplification, as an end in itself, can be dangerous. The gains in cost efficiency earned by spot radio through its revised pricing formulae should be maintained at all cost. A too-simple card could bring about inequities in costs for various time classifications where there is a wide disparity in available audiences. This is true of spot television as well.

The quarrel is not with the number of rates listed on cards, but with the confusing manner in which specific time classifications can or cannot be

combined to earn maximum discounts, and the complex language describing how the cards operate for different types of schedules. Such language, unless it is concise, sets up too many possibilities for conflicting interpretations.

A rate card, to be completely functional, should incorporate the following considerations as a minimum:

- The long-established, highly-competitive selling advantage for spot broadcasting, its flexibility.

- The more creative uses that have been developed for spot schedules.

- The continuous need to provide maximum incentive for advertisers to maintain schedules, or a portion of a schedule, over as long a period as possible.

- And, finally, maximum ease in determining earned rates for every type of campaign. — JAYNE M. SHANNON, Broadcast Media Supervisor, J. Walter Thompson Co., before RTES, New York.

#### NEW RATE CARD

We designed a new rate card which called for the following:

1. Elimination of *all* frequency discounts, thereby eliminating all short-rating and rebating.

2. Institution of the flat-rating of all time segments starting with the half hour down to the one minute.

3. Institution of *weekly* announcement packages covering all spot needs, i.e., 5 weekly, 10 weekly, 15 weekly, 20 weekly, 30 weekly, and 50 weekly. Each package less expensive than the preceding and *all in round dollar figures!*

4. Establishment of 20- and 30 second announcement costs at 75 per cent of the comparable minute rates, and 10-second announcements at 50 per cent of those rates.

5. Allowance for multiple-product clients to combine their announcements to earn a better *weekly* rate. — RICHARD O'CONNELL, President, Richard O'Connell, Inc., before RTES, New York.

#### BUSINESS PUBLICATIONS

Something very real motivates the man who reads a business publication. That motivation is: *What's in it for me?* He reads for profit, not for pleasure. He's searching for facts. For fresh ideas. For new products he can

put to work. For information he needs to make decisions. Men in industry who read trade papers, read the advertising with the same intense concentration they give to the editorial pages. Because in the up-to-date organization *every* executive . . . no matter what his department . . . has to keep a sharp eye on the company's profit picture.

That's as it should be. There's no question about the value of the team approach in meeting the complexity of business operations today. But you can't forge a smooth team out of a group of specialists unless they speak a common language — and the only language that makes the same sense in every department is profits. — MORRIS GOLDMAN, Partner, J. K. Lasser & Co., before National Business Publications, Los Angeles and San Francisco.

#### POINTS FOR MAGAZINES

At one juncture the Research Department of The Curtis Publishing Company attempted its own list of the points which characterize and particularize magazine advertising. We drew up 12 points. They were these.

1. *Confidence and Believability.* People believe in magazine advertising, because for many years they have had confidence in the magazines themselves and have been pleased with what they bought which was advertised in magazine pages.

2. *Helpful Editorial Background.* Because people are used to getting entertainment and information, ideas and help, from magazine editorial matter, they are impressed and interested in the advertising that accompanies the material.

3. *Attention and Undistracted Interest.* Reading is a leisure activity. A magazine, both its editorial and advertising content, gets willing attention in the home.

4. *Sufficient Selling Story.* In magazines an advertisement has both space and time enough to tell a complete story of the uses and advantages of a product, using both pictures and words to convey the desired impressions.

5. *Long Life.* A magazine advertisement continues to sell for a long time, because a copy of a magazine is kept for a long time, picked up and read and often re-read many times. A magazine advertisement, un-

### Reach a New Market in a Big Way!

Farm Store Merchandising—a relative newcomer to the Miller Publishing Company family—has a success story that reads two ways:

1. Its warm reception by over 30,000 farm store owners . . . men who have found its modern merchandising and profit-making ideas a real help in setting their own buying, selling and management plans.
2. Its endorsement by "blue chip" advertisers—over 50 of them—who are running continuing campaigns in Farm Store Merchandising. They have discovered that the farm store is an important outlet for their products . . . in many cases a big new market.



published exclusively for farm store managers. Write:

**The Miller Publishing Company**  
2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
... business journalists  
since 1873



New York  
Chicago Kansas City



Get in on

## THE LION'S Share of the Upper Income Market



delivers an audience of

**497,984**

paid subscribers

with an

**average annual income  
of \$12,370.00**

at a page cost of only

**\$2.71 PER THOUSAND!**

### What is a Lion?

- He is a loyal, active member—by invitation only—of Lions International, the world's largest service club organization.
- He is a business executive or professional man.
- 74% are business owners, presidents or corporate officers.
- He is a family man, age 45, with two teen-age children.
- He is a sportsman, and a hobby enthusiast.

### Get ALL the facts on this kingly market

A recognized market research firm recently completed an accurate, unbiased and completely independent study of THE LION market, based on personal interviews. You'll find all the exciting facts interestingly presented in the easy-to-read booklet, "CAPTIVE . . . BUT NOT CAGED." Call or write Robert F. Chana, Advertising Manager, for your copy - today!

**The LION Magazine**  
209 N. Michigan Ave. • Chicago 1, Ill.  
Telephone: ANdover 3-2500

like those in other media, has the chance to make multiple impressions.

6. *Quality Atmosphere.* The refinement, beauty, and background atmosphere of a good magazine lend prestige to a product or a company and suggest quality in the goods or services offered.

7. *Association with Leading Products.* A magazine advertisement is seen in good company. The leaders of American industry advertise in magazines. A company and product gain through association with the reputations achieved by other companies.

8. *Extra Circulation.* Magazines are read by more than the original purchaser, often by every member of the family. More often than not, copies are eventually passed along to other families for their reading pleasure. Additional copies are read in libraries, in homes of friends, in doctor's and dentist's waiting rooms, in barber shops, in beauty parlors, and the like.

9. *Even National Coverage.* Magazines are a national advertising medium. The same advertisement appears in copies distributed from coast to coast. Your advertisement makes sales impressions everywhere in relation to sales opportunity.

10. *Appetite Appeal.* Magazine advertising with its photography or art work makes an immediate appeal to the senses as well as an appeal to the mind and emotions through words. It stirs to action the desire to possess and through desire to purchase.

11. *Package Familiarization.* Magazine advertising permits life-like actual reproduction of a package, whether by package we understand the distinctive design of a particular automobile, the shape of a container of cosmetics, or a major appliance. It familiarizes consumers with the appearance of a product and leads to instant recognition in retail outlets.

12. *Selective Coverage of Good Customers.* This is perhaps the most distinctive characteristic of magazine advertising and the most significant. —DR. DONALD M. HOBART, senior vice president and director of research, Curtis Publishing Company, before Advertising and Selling Course at Advertising Club, New York.

## Want your Los Angeles sales to shine?



Read these five facts . . . proof  
that they'll be even sunnier  
if you use the Herald-Express!

**1.**

Largest evening circulation in  
Western America (348,351).

**2.**

10th largest evening circulation  
in the entire United States.

**3.**

Only metropolitan daily in  
Los Angeles to show a  
sizeable gain in circulation  
(ABC statement, Sept. 1958)

**4.**

Less duplication with secondary  
market newspapers than any other  
metropolitan daily in Los Angeles.

**5.**

75% of Herald-Express families read  
no other metropolitan newspaper.



May, 1900



**...and night after night, the Herald-Express puts every other Western evening paper in the shade! (Which means it can put smart advertisers—like you—right in the sun!)**

**Largest evening circulation in the West's biggest and best market!**  
Represented nationally by  
**Moloney, Regan & Schmitt, Inc.**

**LOS ANGELES HERALD-EXPRESS**

Media/scope, May, 1959

## Men of the Month in Media

### Maurer, Honored by ARF, Has Broad Interests

Considering the impact they have on this business, advertising's major industry organizations get by with extraordinarily little manpower. Without exception, their paid staffs are far smaller than the service these groups provide would lead one to expect. As a result, much of the work of the big associations is performed by members who take valuable time from their jobs to attend endless committee meetings. Even so, only a handful of names crop up again and again. It's the old story of the willing worker.

One of the sturdiest of this tireless breed is J. Ward Maurer, who was recently presented with a citation by the Advertising Research Foundation, commemorating but one phase of his innumerable services to the industry.



J. Ward Maurer: he headed the ARF during the foundation's golden year.

The board of ARF cited Mr. Maurer "for the work that he has done as a director from December 1953 to December 1954, as vice chairman of the board from December 1954 to December 1955, and particularly for his accomplishments as chairman of the board from December 1955 to November 1956."

In truth, these accomplishments were considerable, since the year of Mr. Maurer's tenure as ARF chairman was something of a golden year for the foundation. Among other things, 1956 marked the inception of ARF's TV set count and of its television county circulation estimates. That year also saw the publication of

ARF's monumental study of Printed Advertising Rating Methods.

Mr. Maurer has also been active in the Association of National Advertisers (of which he was chairman in 1953). Mr. Maurer participated in the point-of-purchase research study conducted in Rochester and Syracuse (N. Y.) some years ago jointly by the ANA research committee and the Point of Purchase Advertising Institute (of which Mr. Maurer was a director). He also engaged in a similar study of transportation advertising.

Until April 1 of this year, Mr. Maurer was advertising vice president of the Wildroot Company. He resigned when Colgate-Palmolive, the new owners, integrated Wildroot's marketing operations with its own in New York.

Mr. Maurer, who has not announced his future plans at this writing, joined Wildroot in 1929 as a salesman, transferred to the advertising department in 1935. He rose to be advertising manager in 1942, advertising director in 1947, and vice president in 1955.

### New ANA Radio-TV Head Hints Bolder Action

At 29, Howard Eaton, Jr., has come a long way. Last February, he was appointed media director of Lever Brothers Company, succeeding Samuel A. Thurm, who moved up to advertising vice president.

And now his talents have received important recognition outside his company. Mr. Eaton has been appointed chairman of the influential radio-television committee of the Association of National Advertisers, a post recently resigned by George Abrams of Warner-Lambert Pharmaceutical Company.

Mr. Eaton and his committee are involved in a number of projects which promise to have far-reaching effects on advertisers' use of the television medium. Mr. Eaton is understandably reluctant to tip his hand prematurely, but it's obvious that the committee is reviewing many of the problems which preoccupy advertisers using TV. For example, says Mr. Eaton, the Broadcast Advertising Re-

ports study "indicated that triple-spotting may be a recurring problem



Lever Brothers' Howard Eaton: uniquely equipped to face TV's unique problems.

needing more than sporadic attention from advertisers."

Mr. Eaton has been concerned with television nearly all of his relatively brief career. A product of Yale, he found his major interest when he joined the television department of Young & Rubicam in 1952. He ended as a television account executive, which is a tough job to describe.

According to Mr. Eaton, nearly every large agency has some such function, bearing a variety of labels. A television account executive is supposed to bring expert knowledge of TV programming and media know-how to the servicing of accounts which use the medium. The poor TV account men are deficient either in account management skills, or in programming, or in media knowledge. The good ones have a unique grasp of all three, and are able to function efficiently in the heady and iconoclastic world of television advertising.

Mr. Eaton, by all indications, was a good one; so good, in fact, that Lever picked him in 1957 to be radio-television media manager under Mr. Thurm. His recent appointment as media manager to succeed Mr. Thurm is a tribute not only to his talents, but also to the importance Lever assigns to its broadcast activities. Mr. Eaton is now responsible for the purchase of all of the company's print advertising and for the buying of broadcast time, talent, and programs.

**FACT:**

**Boston is sold on ROP Color\***

COLOR lineage in The Boston Globe has jumped more than 66% since ROP COLOR was added last June. The Globe is now co-sponsoring *The Continuing Study of Color Advertising* to bring you and your clients complete and current data on COLOR readership and retention.

*\*Seen exclusively in The Boston Globe*

**FACT:**

**Boston is sold on The Boston Globe**

More men and women in the Boston city zone and trading area read The Boston Globe — morning, evening and Sunday — than any other Boston newspaper.

**CONCLUSION:**

**Sell Boston with ROP Color  
in The Boston Globe**

Ask your Globe representative for the facts and figures on ROP COLOR and how you can sell the whole Boston market with one newspaper — *The Boston Globe*.

**THE BOSTON GLOBE**

*Morning • Evening • Sunday*

SCOLARO, MEEKER & SCOTT, INC.  
Chicago, Detroit

CRESMER & WOODWARD, INC.  
New York, San Francisco, Los Angeles

THE LEONARD CO.  
Miami Beach, Florida

*Media/week, May, 1969*



David Beard, Reynolds Metals Co., receiving bronze plaque for media techniques from H. H. Dobberten, Wilson, Haight, Welch & Grover.

## Photo Roundup of Annual Media Awards Luncheon



Walter E. Botthof, publisher of MEDIA/SCOPE, chats with Thomas Adams, Campbell-Ewald, the featured speaker.



Dr. Daniel Starch receives a certificate of merit from Jack Bard of E. H. Weiss & Co.



Miles Wallach, M. A. Wallach Research, receives the bronze plaque for significant public statement from Jack Bard of Edward H. Weiss & Company.



Charles Swanson of *The Saturday Evening Post*, which received the bronze plaque for media research, is congratulated by Dr. E. L. Deckinger of Grey Advertising.



Newman McEvoy of Cunningham & Walsh, president of New York Media Planners, presenting the association's scroll to Roger Barton, editor of *MEDIA/SCOPE*.

# think twice about Tacoma



**In the Puget Sound Circle, 68,678 families, who buy 16% of all food sold, will never see your advertisement if the Tacoma News Tribune is left off your list**



**THINK TWICE:** The Tacoma Market is a big, important market . . . Population, 324,200; Retail Sales, \$344,163,000; Food Sales, \$93,062,000.

Only the Tacoma News Tribune provides *selling* coverage.

Circulation of the News Tribune is now nearly 85,000.

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**  
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

## QUESTION:

What, in your opinion, constitutes a saturation schedule, and why?



**GORDON S. FOWLER**, account executive, The L. W. Ramsey Advertising Agency, Davenport, Iowa.

—It is my opinion that a radio spot campaign cannot be considered a saturation campaign unless it maintains almost one announcement per hour, or a minimum of 10 per day. The length of the spot can vary depending upon the complexity of the story to be told, the product identification problems, its distribution in the market, etc. A spot saturation campaign on TV can be maintained with fewer spots in AA, A, and B time periods, but should be so scheduled that they again run one per hour for the length of time selected.



**ROBERT JORNAYVAZ, JR.**, advertising manager, M. K. Goetz Brewing Co., St. Joseph, Mo.—Saturation radio is about the only

way for an advertiser to become immediately recognized overnight, move goods that often repeated tries have failed, "turn a market upside down," excite a sales force, incite a retail riot, and do all this at a reasonable cost per thousand. It shouldn't be handled carelessly, because today's radio is volatile and not to be used just to out shout the competition. In terms of numbers, no less than 20 per day, per station in a multi-station market. In using this frequency, wave buying should be the prime consideration for sales impact.



**STEVE WADYKA**, time buyer, QBA Advertising Bureau.—Saturation has a varied definition according to product,

agency, and market. Normally it could mean working toward a 70 to 80 per cent share of audience while reaching them with the greatest possible frequency. The type of product involved determines the length and extent of the saturation campaign. A packaged product, such as bread, that is purchased frequently, would command a comparatively intensive campaign. Another packaged product, such as hair tonic, that can be used up only over a longer period of time, requires a longer campaign with less frequency. ■



**JEREMY D. SPRAGUE**, assistant media supervisor, Cunningham & Walsh, Inc.—A universal definition of the term "saturation"

is difficult to isolate. The number of spots necessary to achieve saturation in any given campaign is generally determined by the available budget. Also, as I once said before the RTES, one school of thought holds that if the client hears a spot, you're saturating. Actually, since there are so many types of saturation (market, housewife, male car-owners, beer drinkers, etc.) a single definition becomes not only unnecessary, but also undesirable. To define is to limit, and in spot broadcasting we seek flexibility—not restriction.

## USEFUL FACTS ABOUT

## PLAYBOY

the magazine with proven impact in the top-quality young male market

### EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

### CIRCULATION—890,357 ABC 12/31/58

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 157,988. In addition, Playboy has 135,369 regular subscribers. Total monthly circ. 890,357 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

### CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by the common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

#### AGE

28.6 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

#### INCOME

\$7.036 is the median income of the Playboy household. Highest figure reported by Starch for any men's book.

#### MARITAL STATUS

34.0% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

#### URBANITY

73.2% of all Playboy households are located in the 168 major metropolitan areas. This figure exceeded only by The New Yorker and newspaper supplements.

#### APPAREL

29.9% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

#### PHOTOGRAPHY

65.2% of all Playboy male readers took still pictures in the past 12 months. 46.1% used flash bulbs. 50.5% have an exposure meter. Each of these figures is higher than that reported for any other men's magazine in Starch Report.

#### TRAVEL

24.0% of Playboy households spent over \$200 on business travel during past 12 months. 37.1% spent over \$300 on vacation travel.

#### AUTOMOBILES

50.6% of all Playboy households bought an automobile during the past 12 months. 6.1% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any magazine.

#### TOBACCO

77.6% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

#### LIQUOR

85.3% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also 1st on beer—79.5% and whiskey—76.6%.

#### INSURANCE

24.4% of Playboy households purchased life insurance during the past 12 months. In this characteristic of responsible stability, Starch ranks Playboy 2nd only to Parents.

#### HOUSEWARES

A larger percentage of Playboy families bought new automatic washing machines, electric coffee makers, fans, steam irons, toasters, television sets and radios during the past 12 months than those receiving any other magazine. More proof that the Playboy reader is at his peak period of purchasing.

### RESPONSIVENESS

Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy. We expected inquiries but none in that great amount!" The Health Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

## PLAYBOY

232 E. Ohio/Chicago/MI 2-1000  
720 Fifth Avenue/New York/CI 5-2820



# Aloha!

IN OUR NEW

50th STATE, HAWAII...HONOLULU'S  
GREAT AND ONLY SUNDAY NEWSPAPER

## The Sunday Advertiser

will add *Family Weekly*  
.....to its fine Sunday features  
beginning with the issue of May 3

The Honolulu Sunday Advertiser is the only Sunday newspaper serving the economic center of the 50th State of the Union. With a metropolitan area population of over 350,000, Honolulu is the buying center for the Hawaiian Islands which account for \$700 million in retail sales. Oahu, home of Honolulu, does 85% of all sales made in the islands. Honolulu's consistent growth in economic importance is the result of a continuous expansion of U.S. defense activ-

ities, agriculture and industrial production, tourist trade and as a central market for all the islands. With the admission of Hawaii as our 50th State, its economic expansion and marketing importance will be dramatically accelerated. The Sunday Advertiser's circulation of over 82,000 makes it an important influence in the biggest market in our newest state. FAMILY WEEKLY is proud to have The Sunday Advertiser among its 181 distributing newspapers.

THIS BRINGS THE TOTAL CIRCULATION OF FAMILY WEEKLY TO

# 4,581,086

THROUGH 181 DISTINGUISHED NEWSPAPERS



An interview with George Bolas  
*Vice President and Director of Media Activities*  
Tatham-Laird, Inc., Chicago



## Building a Creative Media Department

- 1. Provide the proper operational climate.*
- 2. Tailor it to the agency's creative aims.*
- 3. Pay the necessary price — in effort, personnel, and dollars.*
- 4. Define and specify all media activities.*
- 5. Give the media executive the final decisions.*

**S**INCE MUCH is being said about creative media buying, now seems the time to make one fact clear: *an advertising agency must have the type of media structure and the operational climate which makes creativity possible.*

"It's easy for all of us in the agency business to generalize about such creativity, but building and producing it is something else," says George Bolas, director of media activities, Tatham-Laird, Inc., Chicago. "And let's be frank, both agencies and advertisers know it!"

"Today, awareness by advertisers of the growing importance of media selection is creating considerable restlessness. Major media are in a hotly-competitive, transitional stage, and advertisers are a bit nervous about what's taking place. We've seen more than a thousand account changes take place in this country in the last 14 or 15 months, and reflecting this same restlessness, more

than 150 agencies merged last year in an obvious effort to obtain greater service and organizational strength.

"As more and more advertiser and agency leadership eyes turn today toward media departments, we find the requirements for creative media structure becoming more stringent and demanding.

"We can't avoid the fact that the media operation—its organization and media-buying performance—is a demonstration of the creativity and philosophy of the entire agency. At least, this is what we believe at Tatham-Laird. Our media operation is the way we think it is most productive—tailored to the agency's creative aims as a whole.

"What works at Tatham-Laird may not work in other agencies. Organizational structures have all sorts of peculiarities and emphases, depending upon clients and account activities. But the agency, and especially the media operation, must know *why* it has the type of media depart-

ment it has—and also a fairly precise idea of what constitutes creative media buying.”

### “Must Pay Price”

Now, with the creative media operation functioning formally since 1955, Tatham-Laird has had ample opportunity to test its approach to media buying. (At that time, print and radio-TV buying were merged into a single division. The aim was to have the media operation actually make the buying decisions, instead of acting as a “curtain behind which the contact executives do the buying.”)

“We decided on the kind of media department we wanted, and resolved to pay the price for it, in effort, dollars, and people,” Mr. Bolas declared. “The day is past when good account liaison men can solve media problems of clients all by themselves. They must rely on the media specialists.”

“There must be a media executive who has the authority and the final word on where to circulate a message effectively, who must boldly dominate the media decision by what he knows and by the force of his personality.”

“A media department will not be strong unless the media director and those around him are strong.”

### Evolution from Agency's Philosophy

One reason why Tatham-Laird's media operation is functioning so effectively today is that it is a direct offshoot of the basic philosophy established in 1946, when the agency opened its doors.

Arthur E. Tatham, chairman, and J. Kenneth Laird, Jr., president—at that time already successful young Chicago advertising executives—decided:

- To limit the agency to accounts large enough to justify a complete service.

- To emphasize creativity in two ways: building good sales messages, and circulating them effectively and creatively to the right prospects.

Obviously, there were other elements in the agency's initial philosophy, but the importance of these two points to the media operation should be noted.

### Media Department's Aims, Functions

The media operation is clearly defined: *all phases of broadcast, and broadcast program planning and servicing, as well as printed word planning, buying and servicing.* It's a broader effort in thinking and application than in most agencies of similar size. The agency's leadership

*Just recently, Tatham-Laird, Inc. broke a 13-year precedent by naming two vice presidents, the first for this agency billing \$28 million. George Bolas, director of media activities, was one of the two. Now he is also deputy chairman of the strategy planning staff, and he will supervise new business activities as well.*

*Mr. Bolas joined the agency in 1948, coming from Foote, Cone & Belding as an account executive. Before that he was an account executive at Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample) and assistant sales manager NBC central division.*

considers this necessary, if the media operation is to make the buying decisions.

Purpose and function are also specified: *to provide specialized media thinking and service for the creation and execution of advertising and marketing plans developed by the agency.* Significantly, the course is charted with encouraging detail.

There are five “musts” for the media operation. Those in the media operation must:

1. Have the *concept* that the department's function is creative and dynamic.

2. Be thorough and analytical as well as creative.

3. Boldly assume leadership in media thinking in the agency, and have the capacity to sell recommendations effectively to other members of the agency and, if need be, to clients.

4. Have the stature and authority within the agency to do the buying job, not letting it seep into other departments by default.

5. Have enough responsible jobs and a sufficiently high salary scale to compete with other departments in the agency, and outside agencies and advertisers, in attracting and holding able creative personnel.

Not only is there thus a chart of “concepts,” but also an outline of operational duties.

### Four Functional Groups

Groups within the media department are four, Mr. Bolas points out. Each operates within a specific framework. They are

- Administration and Strategy Planning
- Media Buying and Media Relations
- Programs and Production
- Service

There are many inter-departmental relationships and activities in which the media personnel participate.

**Strategy Planning Staff.** This is a top management committee which considers periodically every account in the agency. Usually this is at the start of each planning period, with reviews at one time and another. Mr. Bolas serves on this committee along with Mr. Tatham, Mr. Laird, the director of research, and an account supervisor.

**Account Group.** Each media supervisor is a member of an account group. On occasion, he designates a media manager as an alternate. Sometimes he requests that the assistant media director represent him. Other times he brings in the program director.

**Account Supervisor.** This is a daily relationship which varies according to individual accounts. Here the media department has the responsibility for developing broad media strategy with each account supervisor. Also, the account supervisor is provided with regular reports designed to keep him up-to-date on media conditions which affect his account, or accounts. In addition, he is kept aware of media trends and developments which will enable him to act intelligently on broad account strategy and planning.

**Account Executive.** He looks to the media department for regular help on media, and for a supply of media-use



Arthur E. Tatham, chairman, and J. Kenneth Laird, Jr., president, (from left, above) provided the foundation on which a creative media department could be built.

ideas. Up-dating is a part of this activity for media people, especially in the areas of media analysis, expert counseling, and recommendation. In return, the media department looks to the account executive for daily guidance on client problems and opportunities, and for media-problem interpretation from an agency standpoint. The account executive maintains liaison with clients on all media matters.

**Art and Copy.** Media keeps these departments aware of new media-use opportunities and, through the account group, suggests the most productive and efficient use of art and copy.

**Radio-TV.** Relationships between the media and commercial radio-TV departments are somewhat closer than with copy and art, because of the program production aspects. Here an important team function is the development and production of commercial billboards and handling of commercial integration in live radio and television programs.

There are a host of other relationships which are maintained by the media operation with the promotion, account service, production, accounting and billing, as might be expected. A particularly close relationship exists between the media and market research operations, especially where marketing analyses of media and competitive products or product fields are concerned.

#### ***Intra-departmental Relationships***

As head of the department, Mr. Bolas is responsible for planning and executing all departmental activities, including personnel and budget. He works closely with media supervisors, and with the assistant media director on administrative problems.

His assistant director is concerned mainly with departmental administration. He also supervises the media

analysis section, and counsels media supervisors on selected problems and activities.

The program managers procure, analyze, negotiate, and supervise programs, talent and production units of various broadcast activities that are considered or used by the agency.

The managers of the Hollywood and New York offices, and their production supervisors, work closely with both the commercial (creative) and media departments in Chicago. They are under the supervision of the media department, and report to the agency program manager.

Media supervisors are expected to be seasoned, mature experts in media functions, and able to direct others effectively. Each serves as a representative of the media department in the account group. Each supervises the daily activities of the broadcast and print managers working in his group, and counsels them as needs arise. One function is to interpret, for the media department, the decisions and recommendations of the account group.

Broadcast and print managers are responsible for the daily media activity on each account, working for the media supervisor on one hand, and with estimate and order personnel on the other. Most media relations activity is centered in these managers. In fact, they aid the supervisor in developing broad media strategy and plans which will insure fulfillment. After the plans are approved, the media department and the agency look to these managers for execution.

The media analysts, working through and with the assistant director of media activities, have a growing responsibility. They are concerned with broad general media analysis and specific jobs. In addition, they provide certain accounts with month-to-month media reports.

All this delineation of relationships, in Mr. Bolas' opinion, is necessary to lay the proper foundation for creative



## MEDIA PHILOSOPHY OF TATHAM-LAIRD

1. The agency is not interested in using any media except to return a profit to client.
2. The agency is not interested in number of people reached—only in number of prospects reached.
3. The agency is not interested in broadcast or print programs for glamor or top ratings, but only for ability to attract prospects, condition audience or reader, and provide good showcases for product and product-selling opportunities.
4. Ideally, the agency seeks to achieve these objectives at low cost per thousand, but it will occasionally use broadcast or print programs where cost is above average if other elements are desirable enough to offset disadvantages.



media buying. The pay-off is at the end of the line: in what is produced for the clients in the way of good media buys and ideas, and in the department's ability to obtain the interest and cooperation of media in creative media buys.

"We think our effectiveness stems from the fact that a media executive, regardless of his status in the agency, can act with the proper authority. You do have to have stature to be effective.

"This is particularly true when dealing with media," Mr. Bolas points out. "Today a creative media buy must often BE SOLD to the medium concerned. This is because the idea may clash with established policies and precedents. Many times we have sent a media salesman back to his management for guidance and approval of something the agency has suggested. Could the shoe be on the other foot any more than that?"

Tatham-Laird's media department, in making unusual propositions in media use and selection, applies this yardstick to avoid undue pressure on a given medium: "Is it good for the medium?" Unless the answer is clear-cut, the proposal is dropped.

Mr. Bolas has some positive ideas about media department operations today.

"You are usually more flexible if you've been in broadcast," he says, "more amenable to quick adjustments. Many with print experience only tend to cling to standardized ways of thinking and action.

"Look around and you'll see that most aggressive media operations are headed by people who come from the

broadcast side. Programs, audiences, time periods all can change overnight. The competition can appear suddenly with hot shows on other stations. You must build background quickly. There's opportunity for new thinking and experience—in negotiations and other areas—and it's greater now than ever before. Also, broadcast has always had more so-called *active* clients than print media. There's more emotion as well as motion involved, and there's close participation by the client's top management.

"And this is not downgrading the print media aspect at all! Print is reacting to broadcast's fluidity, and is infinitely more flexible today than it was five years ago.

"Both have awakened to the fact that anything proper they can do to make their media more efficient for advertisers means more business for them.

"Actually, the burden is upon the media operation to know more about media, and to sell media on how they can offer more creative media buys. The kind of selling this entails by the media department is *knowledgeable selling*: understanding the publisher's or network's own business better, knowing the problems, and figuring out buying solutions for them.

"After all, particularly under today's chaotic and competitive conditions, all media are reluctant to move into new, uncharted areas."

This is another reason why an agency's media department must have the type of operation and working climate which build creativity into media-buying.

For example, Tatham-Laird's media operation developed—in the face of rising costs—a system of cross plugs and opening and closing billing to provide extra mileage for the client's advertising dollars. Also, T-L now seeks to enhance single product values by cutting out the *sister-product* commercials, which have often hurt sales of both. Then there was the first gatefold, for Admiral back in 1949; and later the first one-sixth page comic advertising (bottom of page). In fact, there has been a whole series of innovations by T-L in the last few years.

To this type of buying, another element has been added (a result of the media philosophy and structure): pressures on media selection come up from the operation, not down from top management. Another reason for creative results is the agency's policy on media personnel.

### A Firm Personnel Approach

"In key spots we have persons who have had experience with large agencies. They are from the largest agencies if they have not been developed here over a period of years," Mr. Bolas stresses. "It's a horizontal rather than vertical performance pattern at this time.

"This means we have six or seven strong media department heads, all of them skilled firmly in their subjects and able to deal capably with the sophisticated types of accounts that we have—clients well informed and much immersed in the advertising problems of their businesses."

(The account executives are not errand boys under such a set-up. Rather they are skilled leaders, and with a



client-handling background not readily matched by the media specialists. They diagnose problems and provide planned leadership, recognizing media situations and seeing that action is taken. All such effort is reviewed by the strategy and planning staff.)

Mr. Bolas and his associates are very much aware that the typical media situation today does not attract too many of the best types of young advertising persons, those who can fit well into any area in the agency. So they go aggressively after personnel with analytical ability, and sales and marketing sense—plus the talent necessary to come up with new media solutions to old marketing problems. In other words, they want personnel with good creative ideas and sheer sales ability and personal strength to make them stick. It's a stiff yardstick, but it's necessary, because the agency operates throughout on a group basis.

To attract such persons, Mr. Bolas believes they must be provided with four things: (1) *enough money*; (2) a chance for accomplishment and the pride that goes with it; (3) room enough in which to make a personal contribution; and (4) career opportunities.

"We tell each one that he gets paid, first, for the quality of his work. After he has learned his job, he gets paid for his capacity and ability to handle an "X" number of job load factors. This load is increased until he is creaking.

"To us, this is the only way that you find out, and really know, what a man's true work value is."

Young people in the department are given a chance to

decide on a *career direction* in the agency after four or five years. Tatham-Laird does not have a wall around its various departments, and there is a lot of moving around within the agency itself.

### Proof of Performance

One clue to the value of the media operation at Tatham-Laird today is the fact that the media department is at its peak size—38 out of a 200-man agency. These include three supervisors, two media analysts, six broadcast managers, three print managers, and eight media assistants.

The billing breakdown is interesting: 58 per cent in broadcast (heavy in TV), 42 per cent in print and other media. The TV billing is approximately \$17 million, with some \$7 million in spot. About \$1,750,000 is in radio. Magazines account for 55 per cent of dollars spent in print; newspapers and supplements for 45 per cent.

There are 12 accounts, with more than \$28 million in billing overall. It's a big figure compared with \$1.5 million in 1946, the first year! More than 75 per cent of billing increases have come from present clients.

Perhaps best proof of creative media performance comes from the innovations introduced not since 1955 alone, but from 1946. There have been several, and all a result of the creative goals and specific philosophy established by the agency when it was formed. This foundation became a creative structure for the media operation, with added momentum a result, when the creative aims and philosophy and organization of the media operation were spelled out in detail in 1955. ■

### ORGANIZATION MATTERS:

## Cleveland Media Group Organizes



CLEVELAND has just organized a media group of its own. Membership is open to those executives in Cleveland agencies whose full-time responsibility is in media-buying.

Strict informality is the rule. There is no name—and no officers, no scheduled meeting date. Each time the dis-

cussion topic will be "mutual problems."

In the picture are those who were able to attend the first meeting. Standing, from left: H. G. Selby, Meldrum & Fewsmith, Inc.; W. G. Chalkey, Fuller & Smith & Ross, Inc.; A. E. Earley, Meldrum & Fewsmith,

Inc.; George Young, The Griswold-Eshleman Co.; Bruce Hardy, McCann-Erickson, Inc.; John Marting, BBDO. Seated, from left: Ed Norwick, Louis Boyce, and John Cheshire, all of Fuller & Smith & Ross, Inc.; Charles Lonsdale, Meldrum & Fewsmith, Inc. ■

# How Much Are Media Directors Paid?

THESE PAGES contain the third of MEDIA/SCOPE's annual studies of the salaries paid to media directors. The purpose of the surveys is to assess the status within advertising agencies of the men directly responsible for spending the bulk of this continent's advertising appropriations.

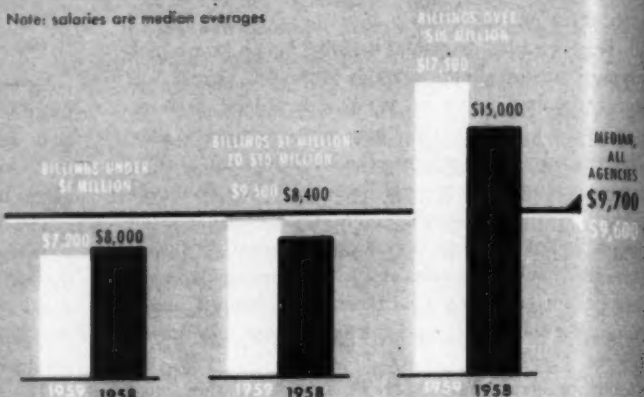
The study is based on a questionnaire sent to a random sample of agency media directors. An attempt was made to include agencies of every size, character, and geographic location. The 170 returns reflect this diversity.

In many cases, questionnaire respondents are media directors in branch offices of major agencies. Where this is the case, they were asked to indicate the percentage of total agency billing handled through the branch. On the basis of this information, the respondent was assigned to his proper billings category. For example, the media director of a branch of a \$50-million agency which accounts for 10 per cent of total billing (i.e., \$5 million), is assigned to the \$1- to \$10-million billings category.

If you are a media director who is ambitious for money, just make sure

## Media Directors' Salaries In Relation To Agency Billings

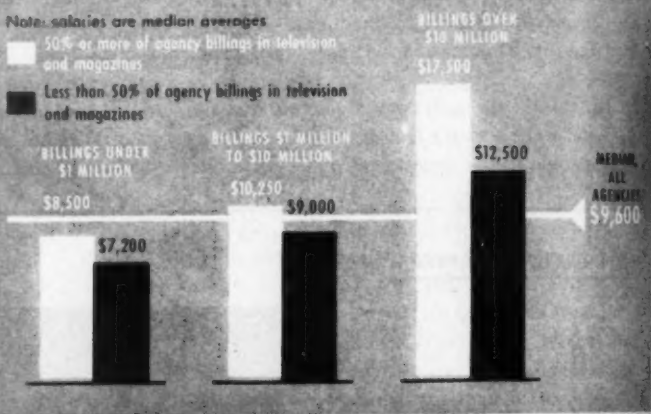
Note: salaries are median averages



## How Media Emphasis Affects Salary Levels

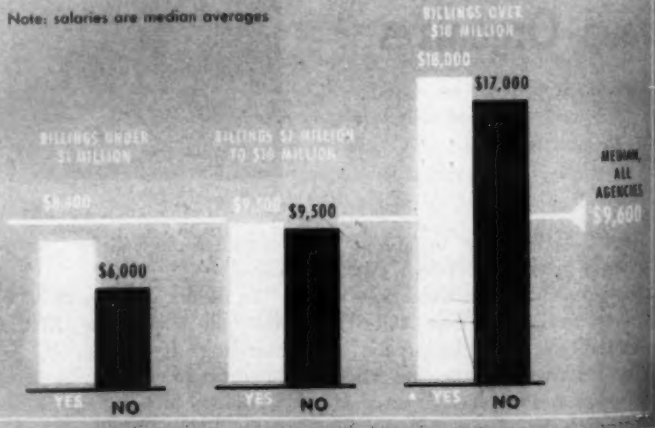
Note: salaries are median averages

- 50% or more of agency billings in television and magazines
- Less than 50% of agency billings in television and magazines



## Effect on salary of a second hat: Account Management Duties

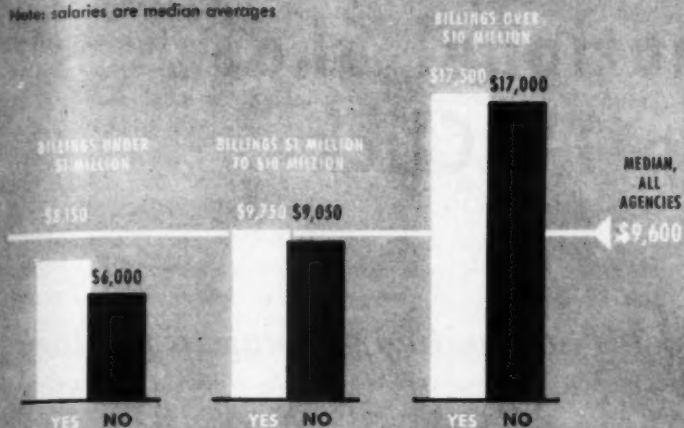
Note: salaries are median averages



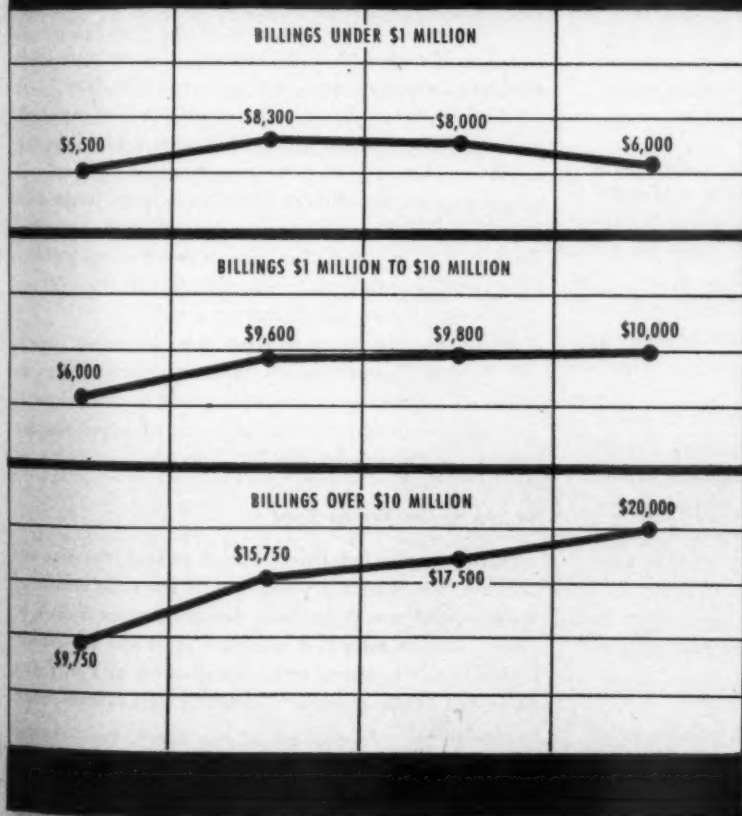
## Effect on salary of a second hat: Research Duties

Note: salaries are median averages

Figure 4



## How Media Director's Age Influences His Salary



you get the top media job in an agency which bills more than \$10 million annually.

Then see to it that at least 50 per cent of your agency's billings go into television and magazines.

As added insurance, wangle some responsibilities for account management, or research, or both.

Oh, yes. Get to be 50 years old as fast as you can.

**If you can manage this, you are likely to be paid handsomely for your efforts: in the neighborhood of \$20,000 a year, exclusive of bonuses or your share of agency profits.**

If you can't meet all these requirements, you can still keep your income ahead of your colleagues' if you play it carefully. For example:

- By all means, stay in a large agency.
- If you can't swing that, then wherever you go, keep those television and magazine expenditures up at all costs.

• If you must work in an agency which bills under \$1 million (or a branch office which accounts for less than \$1 million of your agency's billings), then make sure you're over 30—and stay under 40. At the same time, acquire as many non-media hats as you can. The extra pay is worth the extra work.

• At the same time, if you're media director of a medium-sized agency (billings \$1 million to \$10 million), stick to your basic job; the additional duties simply don't pay off—financially, at least.

And to all media directors (with the possible exception of those in the very smallest agencies), hang on! Things have been getting better, and they are likely to improve even more.

### ABC ADDS AFFILIATES

With association of Intermountain Network in March, and the Don Lee Broadcasting System in April, ABC Radio now has 364 affiliates in 49 states. Intermountain has radio stations in Utah, Idaho, Montana, Wyoming, Colorado, Nevada, and Nebraska. Former Don Lee stations covered California, Washington, and Oregon.

# How International Shoe Makes Co-op TV Click

- 1. Concentrates national advertising in primary markets.***
- 2. Has company salesmen 'sell' retailers on spot TV tie-ins, work with local television stations.***
- 3. Uses low-cost, flexible commercials, dealer tags on national spots.***

**T**ODAY the International Shoe Company, St. Louis, is using a local-national spot TV technique which is getting excellent results for three of its divisions.

- Cooperative and national advertising dollars are welded into a unified market-by-market selling approach.
- Maximum message and sales impact are being achieved where both distribution and potential are strongest.
- Substantial media-buying and production economies are being effected, adding mileage to the advertising appropriation.

It's a shift in technique for the three main divisions of the company. Pioneered by the successful Poll Parrot advertising program for children's shoes (Roberts, Johnson & Rand division) this program, in part, persuades local retailers to add their advertising dollars to the company's national advertising effort instead of diverting them to individual store efforts.

Poll Parrot started it all three years ago when it switched to spot TV. Prior to the switch, the product was sold through network TV, using segments of one of the top children's programs at that time.

"When the company first entered network television the industry was different from what it is today," explains Fred R. Wuellner, media manager of Krupnick & Associ-

ates, Inc., the agency on the account. "There were fewer affiliates, lower costs, and lower advertising budgets."

"As the number of television sets in a market increased, and as affiliate stations were added each week to the network, our client's costs grew in proportion. Naturally, in most instances, the affiliates added were in the larger markets. With Poll Parrot's primary strength in the secondary markets, TV set and station growth posed a real problem. How could we bring media expenditures in line with our client's distribution and marketing aims?

"Costs were rising much faster than budgeting permitted. In Poll Parrot's major markets television was an infant with a low-set count, adding still another element; a further overloading of the unit cost of advertising per sale. It was a double burden."

## ***Switch from Net to Spot***

Obviously a switch from network to spot television was in order, Mr. Wuellner points out, if the same amount of appropriation was to be used. Adequate support could be given to the markets that needed it most and deserved it. Fringe markets, where retail distribution of Poll Parrot shoes was either slight or practically non-existent, could be eliminated.

In addition, better timing could be achieved. Poll Parrot could start or peak its spots to fit the needs or opportu-



ties of an individual market. A new market could be entered quickly when the opportunity presented itself.

M. H. Cable, Poll Parrot's advertising manager, told us that the retail dealers had become a problem," Mr. Wuellner reports. "They were not convinced that a switch in media strategy would help them; that is, dealers receiving advertising tie-in help from the network program. They did not see how a highly merchandisable network property could be replaced by a few TV spots.

"Roberts, Johnson & Rand, and the agency, were convinced that it could be done—that co-op TV was the answer, provided retail dealers *would* tie-in."

At the next sales meeting, Roberts, Johnson & Rand's salesmen found themselves presented with a step-by-step procedure for selling the new television advertising plan to retailers. On the salesmen's efforts hinged the success of the new advertising campaign: a national spot program which depended on retailer co-op TV support for its success.

Poll Parrot, being a children's product, is advertised with seasonal emphasis—spring for Easter and general spring sales, fall for back-to-school shoes. The advertising is designed to assist dealers during these peak seasons. Of course, many dealers use spot television throughout the year on a co-op basis. For them, a national schedule adds much impact during these two important seasons.

Markets in which national spot schedules are placed are announced at the sales meetings. These are held in the spring for the following fall season, and in fall for the next spring. All told, some 92 markets are involved, with the national schedules varying according to the size of the market and the marketing needs.

The two most important factors in the schedule are timing and ordering. Each company salesman must know about the number of spots planned for his market or markets, the broadcast times, starting dates, and costs. When

he receives this information, he then *sells his dealers on the idea of supplementing the Poll Parrot schedules* on a co-op basis with Roberts, Johnson & Rand.

In the markets where a station has just one rate, the salesman sends the co-op order to the company listing the number of dealers who are participating. This goes to Mr. Cable, who checks and approves the co-op request and then sends it to the agency.

Where there is a local rate, it is general procedure for either the dealers themselves, or the Poll Parrot salesman, to arrange for co-op spots. Everything is handled in the same way as before, but with one exception: the agency does not place the order.

Whenever a co-op schedule is bought in conjunction with the national schedule, the one-minute Poll Parrot spots (always filmed) carry dealer tags. Here is where real economies are effected, thanks to the creative department of the agency.

The national Poll Parrot TV spots sell a give-away premium to the child in addition to the shoes themselves. This means a different premium almost every season. (More than 2,500,000 premiums have been distributed in a year.) To avoid a completely new film each season, the creative department builds the commercial in sections, only two of which contain camera shots of the actual premium. When a new one is selected, it is an easy task to insert new shots into the commercial.

Using this method, it is possible to use a top-quality, fully animated film for two to four seasons. Production costs are then reduced to \$3,000 or \$4,000, when revised, instead of \$10,000 or \$12,000 for a new commercial. *This provides additional money with which to buy time.*

As mentioned before, TV spots in markets with co-op schedules carry dealer tags, while most remaining markets carry a "national" version. This is also accomplished with but one film. The final ten-second portion consists of a

**INTERNATIONAL'S**  
**TV SPOTacular!**  
 IN YOUR BIGGEST SELLING WEEKS... NEWS, JUVENILE AND ADULT TV!  
 Plus  
 • FULL COLOR SPOTS AND PRESENTATIONS  
 • PERSONALITY TALK PROGRAMS  
 • COMEDY SHOWS  
 • MUSICALLY ENTERTAINING  
 TV selling YOUR customers with  
**COMEDY EACH WEEK**  
 TV selling to you and your customers  
 • It's your choice  
 • It's your money  
 • It's your future  
 Roberts, Johnson & Rand • Platters • Friedman-Quincy  
 INTERNATIONAL  
 World's Largest TV Advertising Agency

MERCHANDISING PIECES, such as this, give details about the company's national-local TV program. Strong local impact is promised.

tight shot of the Poll Parrot label, with the announcer telling the viewer to look in his local telephone book for the name and address of his nearest Poll Parrot dealer.

This commercial was so constructed that the final portion could be quickly edited to accommodate up to three slides with the names and addresses of three dealers. These can be read by the local announcer.

### Dealer Tag Spots

When a co-op schedule is ordered in a market, national spots are automatically converted to the dealer tag spots on a proportionate basis with the participating dealers. Thus, not only do dealers receive mentions on the spots bought out of the national budget, but also they are able to buy them at more economical rates than if they were purchasing them individually. All quantity and "plan" discounts are passed along to dealers in the form of additional TV spots, thereby achieving more TV at a lower



rate. In addition International underwrites the high costs of spots in big national markets. For example, when there are three participating dealers in a market where spots cost \$300 each, the company pays \$150 and each of the dealers pays \$50. This encourages reluctant, cost-conscious dealers to participate.

Generally, the dealer co-op schedules are the same size as the national. But the plan has been so successful that many dealers have taken more than 100 co-op TV spots during a season. Enthusiasm among the retail dealers and their salesmen is strong. In fact, in many markets the salesmen take it upon themselves to schedule their dealers' co-op spots—having dealer slides made, and working closely with the local TV stations.

In turn, the company tries to aid salesmen by having the agency provide local TV stations with tips on how to sell co-op schedules to the Poll Parrot dealers. The stations are asked to set up showings of the commercials with dealers, explain the costs, and familiarize them with all station personnel involved. Also, the name and address of each Poll Parrot salesman in the market are supplied so that the stations may contact him.

The Poll Parrot program has been so successful that this spring International decided to use it for the three largest divisions. Consequently, Krupnick & Associates was asked to handle the Peters Shoe Company and Friedman-Shelby divisions as well. This spring the combined advertising program for the three divisions was announced as a "TV SPOTacular." Twelve individual brands were placed in TV spots in 127 markets. The combined buying of TV time with all 12 brands, plus the additional co-op orders from the dealers, provided dis-

counts far beyond those which each brand would have obtained separately.

### Men's Brands Promoted

This new SPOTacular program included considerable programming for the men's brands of the divisions. Although two of the divisions had used some TV spots for men's shoes, this was the first time International ran a significant TV schedule to sell men's shoes. This shift in advertising strategy for men's shoes was a big one. Formerly the bulk of the men's advertising was devoted to merchandising particular shoe styles in magazine ads. Now the emphasis was shifted to advertising a brand name, through a "brand image" type TV spot. The spot did contain a four-second sequence that could be changed regionally to show locally popular styles, but in the main the emphasis was on the brand image and not a particular pattern or style of shoe.

One other innovation was adopted for the combined three-divisional effort: a corporate TV signature. Each TV spot contained a four-second scene just before the dealer tag section, which showed a smoking iron branding the International Shoe Company name on a finely grained leather hide. The audio identified the particular shoe brand "as a product of International Shoe Company." In this way, all the TV spots for the nine brands would support each other through consumer recognition of the brands as a product of the same company.

The company has been greatly pleased by enthusiastic salesman and dealer reaction to the SPOTacular program. But of more importance have been outstanding sales results in the areas where the salesmen, dealers and the local stations co-operated to develop saturation type schedules. Dealers report that even with the shortest spring selling season in 20 years (due to early Easter) sales have hit their highest peaks for ALL brands. Even some of the skeptics, who said "TV would not sell men's shoes," have admitted that the SPOTacular program is working. Men's shoes are having one of their best sales gains in a single season. And International has had its most significant sales increase in four years.!



# Buy Boston the way Boston Stores Do

In almost all retail lineage classifications, the Herald-Traveler leads Boston ... and has led for many years.

What better tip to national media buyers — than to follow the practice of the stores, who know Boston best?

These stores know that the Herald-Traveler is read by the "Upper Two-Thirds"\* who produce more business in the places where the most business is done.

National advertisers agree, because the Herald-Traveler leads in national lineage, too — has, for 31 years.

Pick the Herald-Traveler first for Boston.

Represented nationally by GEORGE A. McDEVITT CO.,  
New York • Philadelphia • Detroit • Chicago • Los Angeles.  
Special travel and resort representative: HAL WINTER CO.,  
Miami Beach.

\*Upper and middle income families — who buy more of everything (LIFE Study) — read the Herald-Traveler more often than any other Boston paper (Boston University Study) and account for 75% of Herald-Traveler circulation, which is the largest among standard-sized papers.

The BOSTON  
HERALD-TRAVELER  
Gives you  
the  
"Upper  
Two-Thirds"



In women's clothing store lineage, the Boston Herald-Traveler led the second paper, in 1958, by 164% (larger daily plus Sunday).

**BOSTON HERALD-BOSTON TRAVELER**  
Boston's Home-Delivered Newspapers

# Urban Living Trek Sparks

*Two-part study reveals rapidly improving economic status, increased influence of Negro media and Negro-appeal programing. Top buying power is concentrated in nation's leading metropolitan areas.*

**T**ODAY the Negro market in this country is swiftly emerging as a unique market of real significance. This is because the Negro's place in our economic society is becoming more concentrated and better identified.

In the pre-1950's, so little was known about the Negro market that many advertisers gave it scant attention. Most data were considered unreliable, and a costly advertising and distribution effort was indicated. Now, inclusion in an over-all marketing plan—a specific campaign through Negro media, or media catering substantially to the Negro market—is a *must* for an increasing number of advertisers.

Obviously, it all depends upon the product or service, and its distribution pattern. Advertisers who early sensed an embryonic opportunity, and ventured accordingly, are profiting handsomely today (e.g., Carnation, Anheuser-Busch, Procter & Gamble, Philip Morris).

MEDIA/SCOPE's function, in this study is to alert the reader to fast-moving changes and trends. To sell to the Negro market, and buy media efficiently, will require the same kind of individual research and product tailoring which any advertiser and its agency must do to sell successfully to *any* market, primary, secondary, geographical.

Generalized data, such as the type presented here, can point the way to opportunities. *How* they are realized is up to each advertiser. The Negro market is a dynamic,

fast-changing market which bears continuous watching despite known trends.

From a media-buying standpoint, a number of important facts seem apparent:

1. *The media-selection task is becoming easier, although considerable refinement is still needed.*
2. *Advertisers can reach selected segments of the Negro market more efficiently.*
3. *There is a growing body of reliable information about the Negro market and Negro media.*

Sparking these developments are six important changes and trends—all of them worth noting by advertisers seeking new markets or expanding present ones.

- Negroes are moving to urban areas at an accelerated pace. Most of the upper-income Negroes live in such areas. Furthermore, they are usually in central city areas.
- Along with a much faster population and household growth, when compared to Whites, has come a higher per capita income. While still far below income averages for Whites, percentagewise, the economic and educational status of the Negro is rapidly improving.
- More information than ever before is available on



# Growth of Negro Market

what Negroes buy, and more will be available in the future.

- More information than ever before is available on *how* and *why* Negroes buy, and more will be available in the future.
- Most leading Negro media, and media catering to the Negro market, are intelligently and aggressively selling the markets they serve—by presenting their own research data, by encouraging the development of data by independent research sources, by providing substantial merchandising services.
- An increasing amount of research on the Negro market is being done by various groups—government, academic, foundation, business, and media.

Although changes are taking place at a faster rate than for the nation's White population, indicating a need for continuous research and up-dating, the significant fact is that the above trends are firmly established.

## Reversal of Population Trend

Available data on population growth in this country (U. S. Census Bureau) reveal that the percentage of Negroes to total U. S. population is increasing. From approximately 9 per cent in 1940 it has risen to 11 per cent in 1958, according to estimates. This percentage may be even higher, as it excludes Negroes in the armed forces. The *Life* "Study of Consumer Expenditures" used 9 per cent in its 1956 study.

Sometimes a question is raised about translating U. S. Census data collected on a *White versus non-White* basis into statistics on the Negro. Since the Negro accounts for more than 95 per cent of these figures, over-all, a reasonably accurate description of the market is possible.

In fact, the trends are so pronounced that the data as presented can be considered on the low side.

Using the 95 per cent figure as a bench mark, it is estimated that in 1958 there were more than 18 million Negroes out of a total 170 million population in the

United States. This compares with almost 13 million in 1940, and more than 15½ million in 1950. Significant is the fact that from 1950 to 1957, according to Census Bureau estimates, the non-Whites under 18 years old have increased 34.5 per cent as compared to 26 per cent for Whites.

To many national advertisers, who have not had universally-distributed products, and who cannot afford to venture far into marginal advertising and distributive areas, the migration of Negroes to urban areas is opening up new and expanding marketing opportunities.

- Most of these Negroes are moving into better-paying jobs, thus raising their average incomes.
- Most are acquiring new wants and needs, which raise the level of their consumption of goods and services.
- Most are settling in central city areas which are expanding substantially as White people leave these areas for the suburbs.
- Along with all this, has come the growth of Negro media—magazines, broadcast, newspapers—to service these burgeoning urban areas.

Figures based on the 1950 U. S. Census provide the following breakdown. The 1956 J. Walter Thompson study points out that these figures are low for the North and West, high for the South due to continued migration.

NEGRO POPULATION BY REGIONS

Region	Negro Pop.	% Negro	% Total U.S. Negro Pop.
New England	142,941	1.5	.9
Middle Atlantic	1,875,241	6.2	12.4
East North Central	1,803,698	5.9	11.9
West North Central	424,178	3.0	2.8
South Atlantic	5,094,744	24.1	33.8
East South Central	2,698,635	23.5	17.9
West South Central	2,432,028	16.7	16.1
Mountain	66,429	1.3	.4
Pacific	504,392	3.5	3.3

(Continued on next page)

(Continued from page 51)

Data on urban growth, population shifts, and household formations reveal some significant developments and trends.

In 1950, some 62.4 per cent of the Negro population was urban, and 16.5 per cent was rural non-farm. Only 20.9 per cent was rural farm. Again, JWT points out that these figures are *low* for urban, *high* for rural, since the urbanization trend has continued.

Census breakdowns of the Negro population over 100,000 in 17 standard metropolitan areas in 1940 and 1950 compared with 1955 estimates by the research department, Johnson Publishing Co., Chicago, indicate how much this surge to the city has been. (See Table I.)

### Big Growth in Cities

The significance of this growth becomes apparent when it is realized that these 17 standard metropolitan areas in 1950 represented approximately one-third the Negro population in this country.

Speaking before the National Association of Market Developers in Chicago last fall, Dr. Frank G. Davis, research director of the Johnson Publishing Company, had this to say:

"Between April 1950 and July 1956, the Negro population increased 18.9 per cent, compared with a 12.6 per cent increase in the White population. This indicates that the Negro population since 1950 has been increasing at a rate one and one-half times as fast as the White population. When we view this population change in terms of household formations, particularly primary family households involving husband and wife, we note even more startling changes behind the new Negro market.

"... all Negro household formations, including households of single individuals, increased 26.2 per cent, compared with an increase of 10.7 per cent for White households.

"... formation of Negro husband-wife households in urban and non-farm areas has been at the rate of almost four times that of White husband-wife households.

"To a group of market developers, I need not point out the significance of this."

### Buying Power Rises

An indication of the urban Negro's concentrated new buying power is provided by the 1955 Household Food Consumption Survey, U. S. Department of Agriculture.

It reveals that the average income of Negro households in cities under 50,000 is \$2,103. This rises to \$3,303 in cities between 50,000 and 250,000 in population, representing a 57 per cent increase. This increased figure rises to 64 per cent in cities of 250,000 population and more, where the average income is \$3,453.

Some 74.5 per cent of Negro households in urban areas are in cities of more than 50,000, and 47 per cent are in cities of 250,000 and more.

In 1955, some \$11.6 billion, or 67 per cent of Negro purchasing power was in cities of 50,000 and more. Obviously, the greatest concentration of buying power is

TABLE I.

### GROWTH OF NON-WHITE POPULATION IN 17 METROPOLITAN AREAS SINCE 1940

	1940*	1950*	1955**	Per Cent Increase 1940-1955
1. New York—				
N.E. New Jersey	654,155	1,045,512	1,200,000	83%
2. Chicago	324,102	605,346	842,850	160
3. Philadelphia	315,041	484,644	600,090	90
4. Washington, D. C.	213,783	337,757	443,360	107
5. Detroit	169,892	357,800	418,713	146
6. Los Angeles	75,323	276,305	337,300	347
7. Baltimore	187,449	266,661	305,042	62
8. Birmingham	169,735	208,705	240,840	42
9. St. Louis	149,429	215,336	236,697	58
10. Memphis	140,061	180,002	229,257	64
11. New Orleans	156,488	199,527	217,919	39
12. Cleveland	86,954	154,117	207,000	137
13. Atlanta	129,457	165,591	206,880	60
14. San Francisco—				
Oakland	19,768	147,223	184,028	831
15. Pittsburgh, Pa.	115,020	137,264	157,000	36
16. Houston, Texas	100,945	149,286	156,000	55
17. Norfolk—				
Portsmouth	108,167	122,833	143,527	33

\* Census Data.

\*\* Johnson Publishing Co. Estimate.

in those standard metropolitan areas having Negro populations of 100,000 and over.

It is in the urban areas where Negro income draws closest to the average White's.

Regional figures on non-White and White median incomes for persons with income (see Table II.) emphasizing the urban-farm as well as the geographical differences.

Dr. Davis stresses that, as a result of the rapid rise of Negro urban households, more than 87 per cent are now urban and non-farm.

"This new concentration, particularly in Northern in-

(Continued on page 51)

TABLE II.

### MEDIAN INCOME FOR PERSONS WITH INCOME

(Persons 14 years old and over)

	Total	White	Non-White
United States			
Male	\$3,864	\$3,910	\$3,073
Female	1,199	1,310	757
North East			
Male	4,160	4,248	2,982
Female	1,491	1,495	1,451
North Central			
Male	3,951	4,057	3,123
Female	1,260	1,286	1,099
South			
Male	2,640	3,144	1,213
Female	903	1,140	499
West			
Male	4,142	4,228	3,012
Female	1,317	1,321	1,271
Urban			
Male	4,082	4,272	2,548
Female	1,429	1,537	974
Rural Non-Farm			
Male	3,712	3,884	1,741
Female	932	989	499
Rural Farm			
Male	1,570	1,835	500
Female	467	588	308

Source: 1957 Census. Current Population Reports.

# Inside story on how to get

- longer life
- greater exposure
- stronger sales power for your advertising

—take a look at what happens when America opens an issue of

## Reader's Digest

ARTICLES OF LASTING INTEREST 38th YEAR

The Nightmare of China's Communes . . . . .	Life	37
Hardest-Working Women in the World . . . . .	James A. Michener	42
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Book Section

Largest magazine circulation in the United States

Over 11,750,000 copies bought monthly

Read by more than 35,000,000 people each issue

# Here is the kind of lasting, active life your advertisement will get—through repeat exposures—in Reader's Digest

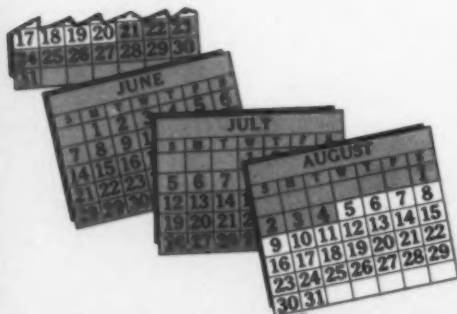
In the first week, 20,690,000 potential exposures! Reader's Digest appears on or about the 21st of each month. In the first week after publication, a single issue is picked up and read a minimum of 20,690,000 times.



In the first month, 90,329,000 potential exposures! Each issue is read by an average of 35,000,000 people. In the first month of each issue's life, people pick it up and read it at least 90,329,000 times.

*This calendar shows  
the potential exposures  
of a single advertisement  
in the Reader's Digest*

The impact of a single advertisement in Reader's Digest lasts longer than it will anywhere else. For example, your advertisement in the June issue (out May 21) will "live" through June, July...will receive more than 2,000,000 exposures in the first four days of August when it is 10½ weeks old!



In 2½ months, 168,210,000 potential exposures! Because it is kept longer for repeat reading, each issue of Reader's Digest has an active reading life of 10.7 weeks—or 75 days. Politz Research shows it is read a minimum of 168,210,000 different times during this period.

MAY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JULY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

AUGUST						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



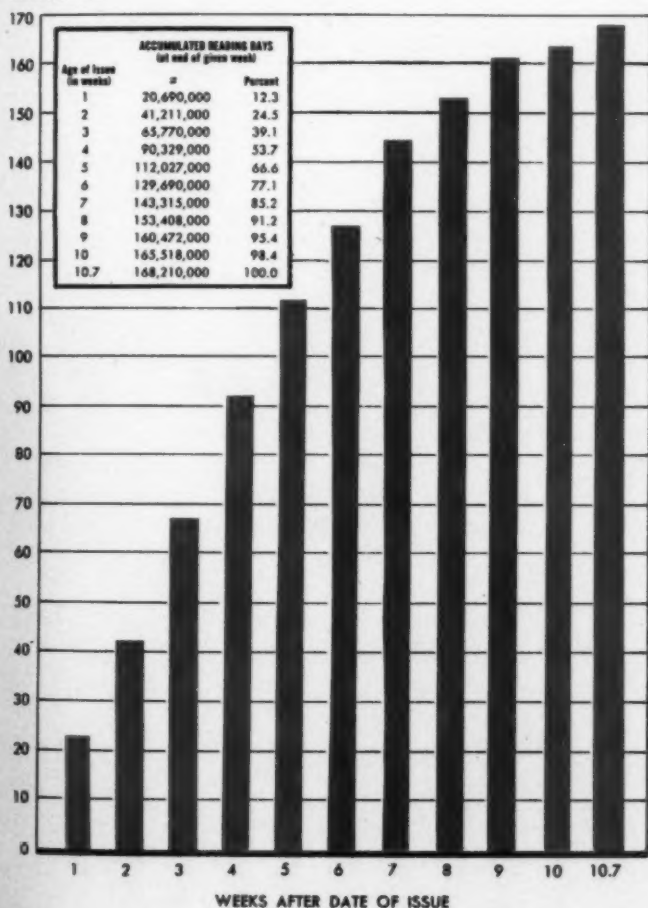
# Here's how Reader's Digest accumulates exposures week after week!

Your advertising in Reader's Digest gets off to a head start . . . and *stays ahead* by an ever-widening margin; the Digest will be picked up and read *more often during the first week of its life—and every week thereafter—than any other magazine.*

## READER'S DIGEST

HOW A SINGLE ISSUE OF READER'S DIGEST ACCUMULATES EXPOSURES

MILLIONS OF  
READING DAYS



## If you would like

a copy of the special report that shows "How Reading Days Accumulate" in seven leading publications, including Reader's Digest, use this postage-paid reply card.

Please send me your special report on Reading Days.

Also, the following information:

- ☐ Characteristics of Reader's Digest Primary Households and Readers—No. 6
- ☐ Marketing in Interurbia
- ☐ Leading Retail Sales Areas of America
- ☐ Characteristics of Reader's Digest Primary Households and Readers (Western Edition) No. 2

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_

**Your advertising dollars will work harder than ever when you take advantage of these benefits found only in Reader's Digest:—**

1. Largest circulation of any magazine—  
11,750,000 . . . and still growing
2. Largest proven audience of any medium  
—35,000,000 readers per issue . . .  
36% of all U. S. households
3. More readers in every income group  
than any other magazine
4. Lowest cost per thousand of any leading  
magazine—only \$2.91 per thousand  
paid circulation
5. Low-cost color . . . only 13.1% more  
than black and white
6. Two color and bleed at *no extra cost*  
over black and white

*People have faith in*

**Reader's Digest**

*Largest magazine circulation in the U. S.  
Over 11,750,000 copies bought monthly.*



**BUSINESS REPLY CARD**

First Class Permit No. 4, Pleasantville, N. Y.

*Miss Estelle Sheldon  
Reader's Digest  
230 Park Avenue  
New York 17, N. Y.*



**FIRST NEGRO STEWARDESS:** Former Governor Harriman of New York greets Ruth Taylor of New York City as she steps from a Mohawk Airlines plane. The 21 year-old graduate nurse is the first Negro woman to become a flight stewardess on any of the nation's airlines.

dustrial centers," he says, "has brought a more efficient utilization of Negro labor within industries." (See Table III, U. S. Census Bureau report, July 1958, on major occupational groups, White and non-White.)

"It is well known that until World Wars I. and II., Negro labor resources consisted largely of a deep reservoir of unskilled labor, largely concentrated in the agricultural South. . . .

"The exodus of the Negro from Southern agriculture into Northern industry has diversified Negro employment industrially and occupationally, thereby increasing the economic productivity of Negro labor.

"Since 1940, the proportion of Negroes engaged in

non-agricultural employment has risen from 57 per cent to more than 95 per cent. Manufacturing now accounts for almost a third of all employed Negroes, as compared with only a sixth in 1940, an increase of 100 per cent. The proportion of Negroes in construction industry has more than doubled since 1940. The proportion in government has increased 200 per cent. Likewise, there has been a 200 per cent increase in the proportion engaged in trade and finance.

"With respect to major occupational groups, we find that the proportion of Negroes engaged as machine operatives and kindred workers in manufacturing plants has increased more than 100 per cent since 1940; the same type of increase is observed for craftsmen, foremen, and kindred workers. The proportion of clerical and kindred workers has increased 400 per cent. The proportion of professional, technical, and kindred workers has also doubled."

Census Bureau figures on employment (non-institutional population 14 years and over, July 1958) reveal 7,767,000 non-Whites in the urban labor force, 5,688,000 in non-agricultural jobs, 1,010,000 in agriculture. Some 13.8 per cent of non-Whites were unemployed as compared to 6.7 per cent of Whites.

Health for non-Whites is much better today than in 1940.

Educational data on Negroes are difficult to sort out, although census figures indicate that both Whites and Negroes are now spending more time at school. As is true for the White population, about one-half of all Negroes between five and 35 are enrolled in school. Unlike the population as a whole, non-Whites have a higher concentration proportionally in the elementary school age groups. This is because the Negro population represents a younger group and has more individuals, proportionally, of elementary school age.

Quite obviously, the increased urbanization of the Negro and the formation of more married couple households is causing an increase in the educational level of the Negro.

Negro enrollment in colleges and universities in this country has increased well over 2,500 per cent since 1930.

What do Negroes buy? Keeping in mind that the Negro wage earner makes four and one-half times as much per

TABLE III.

### MAJOR OCCUPATIONS OF EMPLOYED PERSONS

Major occupational group	NON-WHITE			WHITE		
	Total	Male	Female	Total	Male	Female
Total employed	6,698,000	3,997,000	2,701,000	58,482,000	40,250,000	18,232,000
Professional, technical	3.9%	3.5%	4.6%	10.8%	10.4%	11.6%
Farmers, farm managers	4.0	6.2	0.7	5.1	7.2	0.6
Other managers, officials, proprietors	2.4	2.6	2.1	11.4	14.2	5.3
Clerical	5.6	4.4	7.4	15.1	6.8	33.2
Sales	1.4	1.0	1.9	6.9	6.3	8.2
Craftsman, foreman	5.8	9.4	0.4	13.9	19.8	1.0
Operatives	19.1	22.9	13.5	17.2	18.2	15.2
Private household workers	15.5	0.6	37.7	2.0	0.1	6.2
Other service workers	16.4	14.4	19.4	8.0	5.7	13.1
Farm laborers and foremen	10.5	9.8	11.6	4.3	4.0	5.0
Laborers (except farm and mine)	15.3	25.3	0.7	5.2	7.3	0.6

Sources: Census Data July 1958.

Media/Scope, May, 1959

month as in 1940, one must also consider that today the Negro has a higher propensity to consume. Money is spent for consumers' goods at a more rapid rate within a given time period than by White customers, a larger percentage of disposable income for goods yielding immediate or relatively short-run satisfaction.

An analysis of University of Pennsylvania data on consumer expenditures (1957) reveals that the Negro family allocates its expenditures at the rate of 20 per cent more for clothing, 6 per cent more for house furnishings and equipment, 15 per cent more for recreation and a wide variety of recreational goods, more than 35 per cent more for personal care and alcoholic beverages.

For every \$100 for furniture spent by White families in the \$2,000-to-\$3,000 income class, Negro families spend \$145. In the \$4,000-to-\$5,000 income group, Negro families spent \$102.20 for furniture as compared to every \$100 by White families.

For each income class above \$5,000, the Negro family spends from \$107 to \$230 for every \$100 spent by White families in these income classes.

For food prepared at home, the rate of expenditure among Negro families for every \$100 spent by White families in the same income classification is as follows:

Income Class	Amount
\$1,000 - \$ 2,000	\$107
\$2,000 - \$ 3,000	\$102
\$6,000 - \$ 7,500	\$106
\$7,500 - \$10,000	\$112

The Negro in all income classes, spends his income at a more rapid rate than White families, the study indicates. In fact, in large cities in both the North and South, the rate of Negro expenditure for entertainment is from two to three times more in income classes below \$5,000, two to six times more in income classes above \$5,000.

There is considerable installment buying. After the Negro family passes the \$2,000-to-\$3,000 income class, family liabilities for consumer purchases rise at a more rapid rate than that of White families.

It is significant that building and loan associations make more home loans to Negroes than all other types of lenders combined. They hold more than \$230 million of Negro home mortgages—more than 56 per cent of the building and loan total—according to an April 1957 report of the United States Savings and Loan League. The average loans to Negroes and Whites are just about the same in dollars.

Also important is the fact that Negro loans presented no more of a collection problem than those of other mortgages. At the East Brooklyn Savings, more than 50 per cent of loans paid in advance of due date were held by Negroes.

More than one-third of the Negroes in this country own their own homes.

Data on personal care items from another study (Bureau of Labor Statistics and University of Pennsylvania, on Family Income, Expenditures and Savings—published

1957) illustrate the purchasing differences for some products which are well known by many advertisers.

#### Average Annual Expenditures for Personal Care\* Per Negro Household

Income Class—Dollars	Negro	White
Under \$1,000	\$19	\$96
\$1,000 to \$2,000	53	41
2,000 to 3,000	82	63
3,000 to 4,000	102	82
4,000 to 5,000	122	97
5,000 to 6,000	154	115
6,000 to 7,500	146	128
7,500 to 10,000	237	147
10,000 and over	187	207

\* Personal care items included services (barber and beauty shop), soaps, shaving cream, shampoos, toothpaste, perfumes, deodorants, cosmetics, home permanent supplies, combs, brushes, razor blades and razors, facial tissues, etc.

The same data reveal a similar purchasing pattern for toilet articles and preparations.

To the advertiser wishing to spend his Negro advertising dollars selectively (and mainly with middle and upper class Negroes concentrated mostly in some 15 to 17 metropolitan centers) the marketing implications are obvious.

Information representative of what middle and upper class urban Negroes buy is provided by *Ebony* from the Starch "Consumer Magazine Report" of November 1950:

#### Selected Characteristics Ebony Households

Product or Service	Per Cent
Own one or more automobiles	59.2
Own clothes dryer	2.4
Own electric food mixer	34.2
Own home freezer	5.5
Increased life insurance since Nov. 1957	15.8
Own radio	89.6
Own electric refrigerator	87.6
Own room air conditioner	3.3
Own TV set	76.6
Have telephone	62.6
Own electric toaster	46.5
Own vacuum cleaner	42.2
Own washing machine	58.3
Spent over \$500 for wearing apparel last 12 months	21.5

The median income in the Starch sample of Negroes in this study was \$3,914 as compared to \$3,675 in 1955.

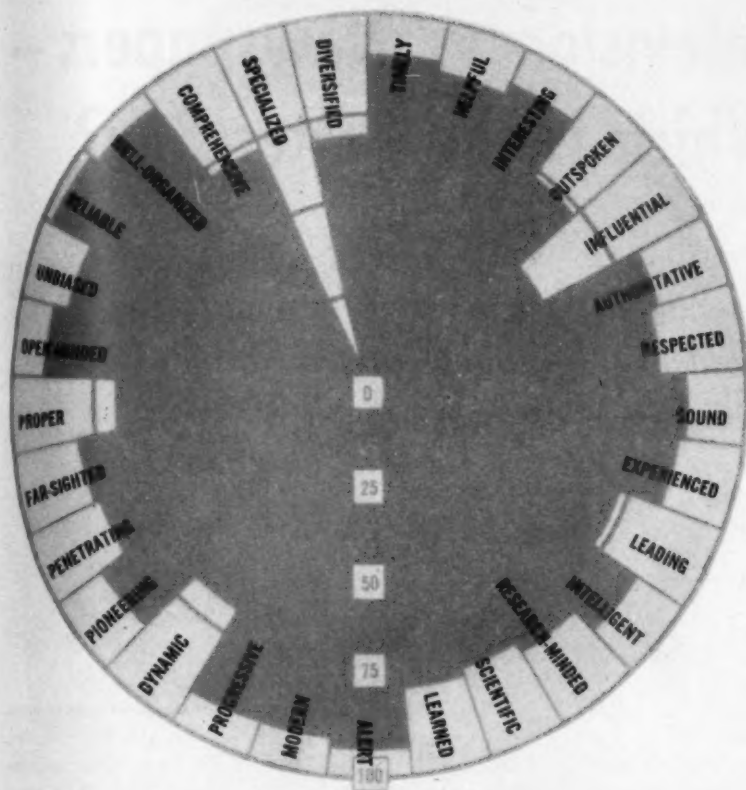
There is still a considerable difference in income group percentage-wise, Whites compared to Negroes. *Fortune* reported several years ago that 52 per cent of White families had an income of more than \$4,000, but only 19 per cent of Negroes. This latter percentage is steadily rising.

The second and final part of MEDIA/SCOPE's study of the Negro market will appear in June and will concern the purchases of brands and the media of the market.

—The Editor.



# Business Paper Profile



**IMAGE OF A PUBLICATION:** According to one typical class of business paper subscribers, this is the ideal profile for publications in their field. The closer the dark areas are to the circle's perimeter, the more desirable the traits.

"IT MAKES NO DIFFERENCE whether the publication is paid or free, technical or news or new product, industrial, merchandising, class or professional, it is the quality of the editorial which turns subscribers or recipients into readers. In the final analysis, that's what we want to buy—Readers."

This, in a paragraph, sums up the fundamental objective of a series of ingenious new techniques for rating the quality of business publications, developed by Marsteller, Rickard, Gebhardt & Reed, Chicago and New York advertising agency.

Presented for the first time at a recent Association of National Advertisers workshop, it consists of three interrelated projects.

First, a survey of the publication objectives of some 148 leading business publications, which was designed to find out how many and which

publications were able to state a meaningful objective, or reason for being in business "other than merely making money." The findings: approximately two-thirds of the publications offered objectives which would be of use to the agency in media selection; 13 per cent were of limited value; a surprisingly large 20 per cent "were of no use whatever."

Second, an editorial recall and impact study, which consisted of interviews with a representative sample of individuals in a major industry. The purpose: to measure the reader's reaction to the publications he receives and reads, and his particular preferences. The method consists of selecting major articles from competing publications, masking their origin, and determining whether respondents recall having seen the articles, recall having read them, and whether

they can identify the publication from which the piece was drawn.

In the studies Marsteller, Rickard conducted, scores on reading among readers originally seeing an article ranged from 77 per cent for one publication, down to 30 per cent for another.

By far the most interesting project in Marsteller's current studies is the agency's use of "publication image profiles" (see diagram), developed with the aid of The Bolger Company, a Chicago research firm.

The technique is simply this: a "representative and adequate" sample of qualified individuals (i.e., persons with a given job function who are familiar with at least two of the publications serving that function) are asked to grade 29 positive qualities or descriptive traits according to their desirability (yes, probably, probably not, no) in a magazine. This ideal established, the respondents were then asked to rate several publications serving their field as to possession of these traits.

Inevitably, each publication fell short of the ideal, but in varying degrees. The utility of this technique is fourfold:

- It establishes the most desirable qualities of business publications irrespective of the fields they serve. Marsteller lists these five preferred traits: reliable, timely, well-organized alert, intelligent.

- It establishes the least wanted qualities, a valuable corrective to publisher promotion. These traits were poorly regarded: specialized, influential, proper, dynamic, leading.

- It indicates that preferred image traits can vary by job function; that what is desirable in one type of publication, may be of little consequence in another.

- Finally, and most important, the publication image technique is of some utility in selecting media. Marsteller makes no bones of the fact that this utility will be in eliminating fringe publications from a schedule, rather than in making fine distinctions among the leading books. In short, publication image research will tend to concentrate advertising still further in the top two or three magazines, to the detriment of the weaker publications. More broadly, this study is said to be useful in matching a specific advertising appeal to the publication whose profile suits it. ■



## Television vs. Newspapers — Which Is the Better Buy?

*Television seen favored by population trend to the suburbs and medium's penetration of total markets.*

By Robert F. Davis

**T**ELEVISION versus newspapers, which is the better buy? It depends. It depends upon many things: the product, its distribution, who buys it, and why they buy it. It depends upon the size of advertising budget, aim of the campaign, and other promotion used. And it depends upon what you are trying to accomplish and the position of your competition. It also depends upon *who* is making the comparison.

This discussion, then, will stay away from direct audience and cost-per-thousand comparisons. I shall make no attempt to reduce to formula the question of Newspapers vs. Television. Instead I shall highlight four of the points made in a general newspaper-television analysis we recently prepared. They are:

1. The Trend.
2. The March to the Suburbs.
3. Penetration—Inside and Out.
4. Saturation.

You don't buy time or space on trend—but what has been happening in recent years is truly startling. It means simply this: if an advertiser thought he had reason say

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*Robert F. Davis is director of research for CBS Television Spot Sales. He was previously with Mutual Broadcasting System. His discussion in MEDIA/SCOPE's Apples and Oranges Series might be compared with that by Dr. Howard D. Hadley in November 1959 M/s. Dr. Hadley is in charge of research for the Bureau of Advertising, ANPA.*

back in 1950 to use television instead of newspapers, today he really has an armful of arguments for television. For example, in the 12 CBS-TV Spot Sales markets, population has increased 20 per cent since 1950; circulation of the leading newspaper has increased only 6 per cent, or less than one-third the population rate; and costs have shot up 41 per cent, seven times faster than circulation. Here is the picture in the top four markets:

	Per Cent Change 1958 vs. 1950		
	Population	Rates	Circulation
New York	+10%	+33%	- 7%
Los Angeles	+44	+40	+18
Chicago	+19	+40	+ 3
Philadelphia	+19	+33	- 2

Is this upward trend slowing down? Not by a long shot! The 1958 versus 1957 record shows a rise of 5 per cent for all papers, 9 per cent for the largest size group.

Let us now examine television's cost-per-thousand. The following is based on Nielsen nighttime 30-minute network programs. The numbers speak for themselves:

	CPM Commercial Minute November-December
1955	\$3.96
1956	\$3.69
1957	\$3.88
1958	\$3.55

Population shifts from city to suburbs have become the rule in market after market. In the 12 CBS-TV Spot Sales markets, number of families has increased by 37 per cent



*In Philadelphia nearly everybody reads The Bulletin*

**The Evening and Sunday Bulletin, Philadelphia**

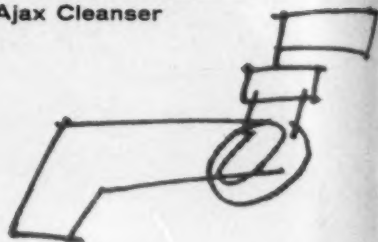
ADVERTISING OFFICES: Philadelphia • New York • Chicago

REPRESENTATIVES: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco

FLORIDA RESORTS: The Leonard Company • Miami Beach

# Interview: *Murray Roffis*

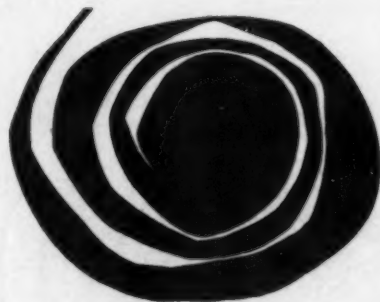
McCann Erickson, Broadcast, Media Supervisor tells why he selects  
WLW-TV Stations and WLW Radio for Ajax Cleanser



"The Crosley Group can help clean up many an advertising problem."



"For all-around know-how from in-store merchandising to on-the-air production the WLW Stations certainly know their business."



"No scouring around for service, the WLW-TV-Radio Stations are always willing to help."



Call your WLW Stations Representative . . . you'll be glad you did!"

**WLW-T**  
Television  
Cincinnati

**WLW-C**  
Television  
Columbus

**WLW-D**  
Television  
Dayton

**WLW-A**  
Television  
Atlanta

**WLW-I**  
Television  
Indianapolis



Crosley Broadcasting Corporation, a division of **Arco**



since 1950 in suburban areas, but by only 4 per cent in city zones.

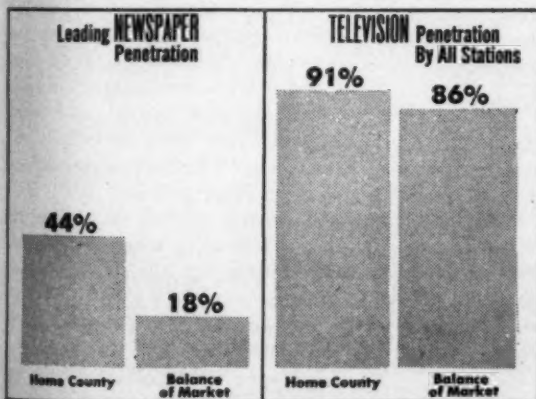
Newspapers have lagged behind trying to follow these readers to the suburbs. The result is a distorted circulation pattern, too heavily weighted in the inner market. Again, in a study of the 12 markets, we find that total families split about equally between home county and the remainder of the market. In contrast, circulation of the leading newspaper divides 70 per cent home county and only 30 per cent outside. Television? Like distribution of families, television splits home county and outside equally. And this applies to one or all television stations in a market.

In market after market this is true, with the leading newspaper severely shrinking the outside market. Here are individual results in the top four markets:

	Families	Circulation of Leading Newspaper	All Television Families
New York			
Home County*	47%	67%	47%
Balance of market	53	33	53
Los Angeles			
Home County	69	82	70
Balance of Market	31	18	30
Chicago			
Home County	66	79	66
Balance of Market	34	21	34
Philadelphia			
Home County	32	60	32
Balance of Market	68	40	68

\* Five boroughs

Of course, an advertiser could supplement his metropolitan coverage with suburban papers, but in many markets costs make this prohibitive. In New York, for example, 60 suburban dailies dot the WCBS-TV coverage area.



It follows that while a television station reaches home county and outside with equal weight, penetration of even the leading newspaper drops sharply outside home county. Note in the accompanying chart how newspaper penetration slides from 44 to 18 per cent while television

maintains 91 and 86 per cent inside and out.

Again here is how the top four markets look:

	Leading Newspaper Penetration		Penetration by All Television Stations	
	Home County	Balance of Market	Home County	Balance of Market
New York	50%	22%	90%	91%
Los Angeles	18	9	91	87
Chicago	40	21	92	90
Philadelphia	67	21	89	91

These sets of figures are not intended as a direct comparison of circulation and television homes because the two are not truly comparable. Probably the only real criteria for comparison are measures of sales results, consumer reaction and the like.

Our point, then, is the *change from home county to outside*. And in the examples given the leading newspaper loses half or more of its penetration outside home county.

Spot television is in a much better position than the leading newspaper to deliver deep market saturation, quickly, effectively, and economically.

Why is this so? First, a Tv station starts with a much greater base of a market than an individual newspaper. Second, there are a great many more newspapers than Tv stations to divide the attention of audiences or readers. (In our markets there are more than four times as many daily newspapers as Tv stations.) Third, television is so compelling a viewer attraction that typical spot schedules—in daytime and fringe periods—reach as much as 50 per cent of a market each week and achieve in the neighborhood of 75 per cent coverage in a month. And with prime time spots, weekly audience will hit 60-70 per cent and monthly coverage will approach or even exceed 90 per cent.

**Television versus newspapers, which is the better buy? I'm afraid I haven't really answered the question, for the question has no final answer. You have to be talking about a specific product and specific campaign. And even then we can't escape some degree of guesswork and less than perfect judgment.**

However, if the four areas I've high-pointed are studied carefully, many advertisers will discover—and have been discovering—mounting evidence to use television over newspapers. Let us review them once more.

*The trend* makes it essential to examine and re-examine a constantly changing cross-media picture.

*The march to the suburbs* means that you have to keep an eye on the entire market, and that only television will cross section it precisely the way you need it.

*Penetration—inside and out* is vitally important to the advertiser who aims at the total market and cannot settle for lessened impact in the outside segment.

*Saturation* is one of spot television's most important keys—for Tv spot lets you gain lightning quick entry into a market with broad repeat exposure.

Let me add one more—*Impact*. Television produces the numbers, but it also supplies *people*, ready to be sold in a sales-persuasive setting. ■

# From ROP Color to Milline Rate

*First in a new Media/scope Series—  
a "Handy Kit of Facts" about media*

**L**AST YEAR, Americans spent \$1,459,013,000 to read copies of some 1,750 daily and evening newspapers, plus their 556 Sunday editions. To place advertising in those newspapers, national advertisers spent an estimated \$745 million out of a total \$6.27 billion national advertising expenditure for 1958.

The 1,750 figure for dailies does not include 8,268 weekly newspapers, with a circulation of 18,725,952, mostly in small towns or suburban areas; some 270 foreign language newspapers with an estimated circulation of 4.6 million; nor the many daily and weekly papers serving specific racial, labor, religious, or industrial groups.

Nor does it include copies of newspaper-distributed magazines, both syndicated and locally edited, with a 1958 circulation of 35.5 million for the big four syndicated group alone.

And the \$745 million spent by national advertisers doesn't include an approximately equal amount of classified advertising placed in 1958, nor the backbone of most newspaper advertising, the local retail expenditure, estimated at \$1,630 million last year.

Forgetting for a moment these latter statistics, what led advertisers to invest \$745 million in newspapers?

Among the many reasons listed by the Bureau of Advertising are the

local editing, designed to appeal to the entire family, with complete coverage of the individual paper's town; the timely impact of a news background, selective geographic coverage; the chance for daily frequency in the target areas, since any given newspaper reaches the same readers every day, and the chance to list local dealers, thus telling the prospect the nearest retail outlet for the product.

Other advantages stressed by newspaper spokesmen are the fact that a newspaper's circulation is audited and a matter of record, and that retailers and wholesalers see the same advertising the consumer sees.

## **Readers "Shop the Ads"**

Newspapers also cite surveys that "keep showing that people like and want advertising in daily newspapers—that they tear out advertisements and 'shop the ads'." Another strong point claimed in the newspapers' favor is the flexibility and fast action that allow an advertiser to "meet any sudden emergency change quickly and effectively."

A relatively new development from the advertiser's standpoint is ROP color (though it has been used editorially for more than half a century). Use of ROP (run of paper) color lineage by advertisers has increased from 46.8 million lines for the year 1951 to 122.6 million lines

of ROP color advertising in 1958. And that's only for the 400 papers measured by Media Records.

## **Color Big Selling Point**

Today, some 900 newspapers, offering color, have turned to advantage a selling point that used to belong to magazines, supplements, and outdoor displays only. Of these, some 450 provide three colors plus black, for full four-color effect. Production techniques are improving all the time. In addition to standard ROP printing techniques, a "Hi Fidelity" process enables newspapers to feed pre-printed four-color pages into high speed presses on any type of stock, permitting high quality color reproduction. This latter technique may even be used by newspapers with no facilities for printing ROP color with multi-colored inks. Although they do have to make some minor adjustments of the press feeding spindles.

Perhaps the most effective way to show the mechanics of newspaper advertising, and how all the bits and pieces fall into place in placing a national newspaper schedule, is to run through a simulated buy.

Assuming national distribution for your product and given a budget of some \$5 million for newspapers, the Bureau of Advertising has estimated that 26 advertisements of 1,100 lines



## Young families are the big buyers of food in Chicago

The prime food shoppers anywhere  
are the young mothers  
with growing families to feed.

*In Chicago and Suburbs  
the Sun-Times reaches more  
young housewives up to 35\*  
than any other Chicago newspaper.*

You can reach them with  
your advertising in black and white  
or full color in "Good Food,"  
Thursday's pull-out food section...  
timed just right for weekend shopping.

## Young families read the **CHICAGO SUN-TIMES**

...more than any other paper

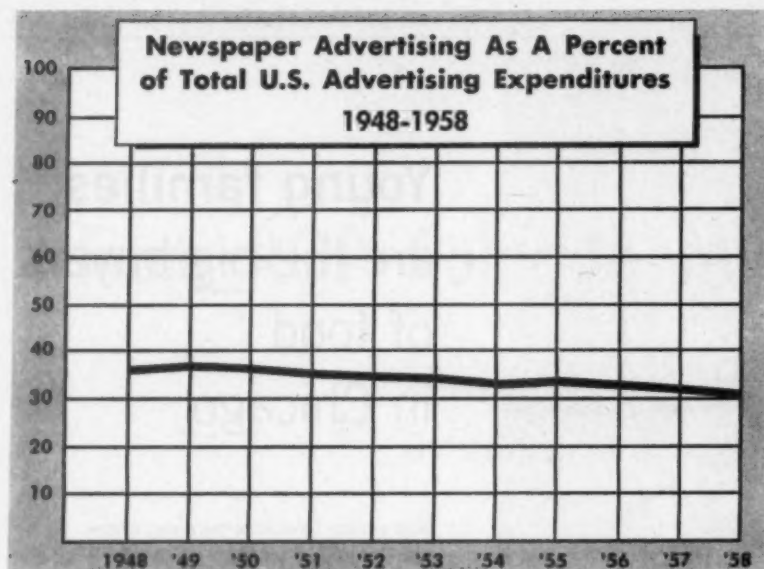


### Out Every Thursday

Your ads...in color or black  
and white...really stand out,  
in "Good Food," the pull-out  
food section edited by  
prize-winning food editor  
Alma Lach.

\*Source: Publication Research Service Study #5





each can be placed in newspapers reaching 75 per cent of total U. S. family coverage. And this is just one of dozens of possible combinations of size, frequency, and reach possible for a \$5 million budget.

What markets should an advertiser hit?

Using U. S. Census figures, *Sales Management's* "Survey of Buying Power," or SRDS Metropolitan Area Ranking Tables, a buyer can determine which cities in the U. S. are most likely to have the greatest number of best prospects for his product, depending on which general categories, from food to home furnishings, the product fits. These sources provide data on population, consumer income, total retail sales, and breakdowns of income by households for each county or metro area covered.

And what newspaper or papers should be used to cover each market selected?

In some cities this is no problem, because there are one or two newspaper markets, and, in the latter case, both papers are often owned by the same publisher. But, in larger markets, served by three or more newspapers, you need information on each in order to choose the best one or two for your product. After determining what newspapers cover each city selected, the fastest source of information not available in SRDS is the newspaper representative.

Unlike radio and television stations, with a limited and constantly

changing number of choice time slots or "availabilities" open, newspapers can keep adding pages. Therefore, instead of phoning the representative for availabilities first, and then choosing the station, newspapers are usually chosen only after frequency and size of advertisement have been predetermined.

While the radio or TV representative, due to the constantly changing nature of broadcast availabilities must frequently be called in for information during campaign planning stages, the newspaper representative relies on his regular calls on buyers to sell the advantages of his particular newspapers and keep the buyer informed of local market situations, mechanical requirements, rates, etc. Unless, of course, one of his papers has suddenly come up with a unique change of advertising policy, or a new shopping center or industrial plant has been built in one of his paper's markets.

### Choice of Paper

Choice of individual paper may be based on such factors as its circulation, and reading habits of the area's citizens, which, depending on the market, season, and product, may vary by sex, age, or day part, the latter factor determining whether a morning or evening paper is used.

In smaller markets, when served by one morning and one evening paper under the same management, a combination rate may make it more eco-

nomical, and in some cases, mandatory, to use both, whether the advertiser needs them or not, if he is going to use newspapers in this particular market at all.

Other factors affecting choice of individual newspapers are their editorial content, advertiser acceptance by both national and local advertisers, and even merchandising services offered.\*

Because the fine points, such as space size, and the decision to use or not to use color have been determined as much by the proposed copy message as by budget limitations, even the neophyte buyer should know certain basics of newspaper make-up.

When running full-page advertisements in a number of newspapers, the buyer must know which are printed standard size, and which tabloid. And even so-called "standard size" papers vary in column width and depth, and even in number of columns of a page. However, the usual standard size page has eight columns. Each column is approximately two inches wide and approximately 300 lines, or 21 inches long. This means that the average standard-size newspaper page runs to 2,400 lines. The usual tabloid page is five columns wide and carries 1,000 lines. Each column runs 200 lines.

### Placing the Order

Assuming that the copy is now ready and that all the decisions have been made, the buyer is ready to place his order, either directly to the newspaper, or to its representative. The two forms used by most agencies in ordering newspaper space are contract forms and insertion orders.

Contracts should be used especially when an advertiser plans to use a paper frequently, or to use large space entitling him to discounts. In such cases, an annual contract may specify among other factors total space to be used during a year, the rate, and the period within which the advertisements will run.

Insertion orders from the agency generally accompany plates or proofs of advertisements to be run and specify insertion dates and space size of each.

(Continued on page 68)

\* For a complete list of factors involved in selection of newspapers, see *Media Buyers' Check List*. *Massa/scope*, June 1958.



Muskegon is a world port. Last year 42 ships from overseas docked in Muskegon. It's the Number 2 port in Michigan.

Ben Newman

What a splendid harbor!  
Just how big is Muskegon?\*



\*Muskegon is the 139th largest Standard Metropolitan Area and the 7th largest in Michigan. The population of the area in 1950 was 121,545 (Muskegon County) and the conservative figure for today is 138,000. Over 90% of the families in the area purchase The Muskegon Chronicle. You can best sell . . . best advertise . . . in this growing industrial, shipping and vacation center by using the 44,000 circulation of The Muskegon Chronicle.



## THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Shelton B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972

A Booth Michigan Newspaper

Delivers your  
full page ad into  
100,000  
Lutheran Homes  
for less than



per family

## This Day

The Christian family  
magazine they read with  
thoroughness\* and believability

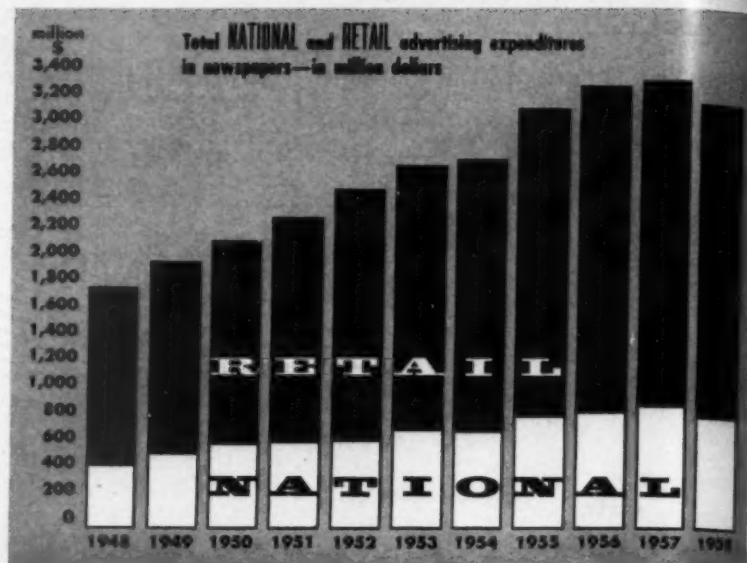
\*A recent survey revealed that 52.2%  
of the subscribers spend 2 to 3 hours  
reading THIS DAY magazine.



Let us mail THIS DAY  
to your home. Just send your  
name and address.

## This Day

Concordia Publishing House  
3558 S. Jefferson Ave.  
St. Louis 18, Mo.



(Continued from page 66)

In serving the needs of local readers and the local retail outlets patronized by those readers, the great majority of daily newspapers offer a local or retail rate averaging 57 per cent lower than the national rate paid by advertisers with national or regional distribution. The local dealer is charged less on the theory that no agency or representative commissions are deducted from local space sales, and that the individual retailer can't benefit from a newspaper's complete circulation the way national brands can.

Such local or retail rates are usually based on the column-inch, containing 14 agate lines. Because of different type sizes, however, the 14 line per inch specification does not necessarily mean that 14 lines of type can be squeezed into every column-inch of newspaper space. An agate line is printed in very small type.

Newspapers that grant volume or frequency discounts offer "sliding scale rates," while papers that charge a fixed rate per line, regardless of the number of times an advertiser's message is placed in the paper, or space size used, are called "flat rate" papers.

In order to compare advertising costs of different newspapers with different circulations, buyers of newspaper advertising use the "milline rate." This is defined as the rate per agate line per million circulation. This milline rate is attained by mul-

tiplying the line rate by one million and dividing by the newspaper's circulation. Thus, the higher a newspaper's circulation climbs, the lower the milline rate, assuming the line rate remains constant. The average milline rate of all U. S. daily newspapers today is \$4.61, up 31.7 per cent from the \$3.50 rate of 1950. ■

### NEWSPAPERS DOWN

Advance estimates by the Bureau of Advertising show national advertising expenditures for 1958 of \$721.2 million in U. S. newspapers, down 4.8 per cent from the all-time high of 1957. Newspaper revenue gains were made in 10 major national advertising product categories, while losses showed up in 13.

### STEREOPHONIC SYSTEM

Westinghouse Electric Corporation has developed a compatible system of stereophonic transmission using a single AM channel. Programs can be received by any extant AM home radio set, or received with stereophonic effect by any two AM radio sets. The Westinghouse Broadcasting Co. has applied to the FCC for authorization to test the new system.

### NEW PRESS

The Swedish edition of the *Readers Digest* is now being turned out by a new five-color rotary offset press, Helsingborg, permitting color advertising to appear on any page of the edition.



## TRIB READERS BUY MORE BECAUSE THEY'VE GOT MORE...

In fact, the latest Herald Tribune Home Study\* shows that more than two-thirds of TRIB families are in the \$7,000-plus bracket and almost twenty percent top \$15,000! Four out of five own their own homes and they're mainly high-ticket houses on sizeable lots.

Get all the details on the Herald Tribune *quality* families.

They have the means to buy *quantity*!

NEW  
YORK **Herald Tribune**  
Today's VITAL Newspaper!

230 West 41st Street, New York 36, N. Y.

● A European Edition of the Herald Tribune is published daily in Paris



\*NASSAU/SUFFOLK/WESTCHESTER  
FAIRFIELD COUNTIES

Dr. E. L. Deckinger



## Cost Per Thousand Attacked and Defended

*Panel of experts before AMA discusses  
how to make comparisons among media.*

**A**T A RECENT marketing workshop meeting of the American Marketing Association's New York chapter, five representatives of media and one agency expert staged a crackling symposium on the thorny problem of how to compute cost-per-thousand for intermedia comparisons. Some basic conclusions common to all the speakers: comparisons are fruitless without the development of comparable data; the extent of these data must be expanded far beyond what we have at present.

Because of the unusual interest of this symposium, which was moderated by Dr. E. L. Deckinger, vice president and media director of Grey Advertising, MEDIA/SCOPE presents condensed versions of the six talks.

*The basic requirement in comparisons among media is direct measurement of the performance of the advertisements themselves, contended Dr. Seymour Banks, manager of media planning and research for Leo Burnett Company, Chicago.*

What I'd like to talk about today is a brief listing of the items that I believe will go into the construction

of meaningful cost-per-thousand data. In the first place, *I believe our data will be in terms of people or actions by people rather than in terms of physical media units.* This fact comes about because of two basic reasons: people make all purchase decisions and all actual purchases; people represent the only thing which different media have in common. Concentration of our media data in terms of people's exposure, participation, and involvement in media has many virtues. In addition to providing the basis for evaluating people's exposure, participation, and involvement with media, we can also develop data on frequency distributions of exposure by those individuals who are exposed to media.

In making comparisons among media, both intra-media and inter-media, we should make comparisons only in terms of comparable data. At the present time, media data are of two kinds: One having to do with people, the other one having to do with exposures. Very often, these two classes of data are handled as though

they are exactly the same and cost-per-thousand comparisons are based upon them. I submit that these two classes of data have quite different meanings.

*The fundamental requirement that I see confronting everyone who wants to make meaningful cost-per-thousand comparisons is a measurement of communication by advertisements within their media contexts.* All media data—purely media data—whether it be circulation and the breakdown of the circulation showing how it is derived, all data on media audiences and all data on exposure to media really result in circumstantial evidence from which one is supposed to draw inferences as to performance of advertisements within these contexts. *Our basic requirement, as I have said, is direct measurement of the performance by the advertisements themselves.* Inferences are an extremely tricky procedure, especially when we have no way of verifying those inferences.

I quite recognize the fact that what I am calling for is not purely media





PHOTOGRAPHED IN THE GOOD HOUSEKEEPING INSTITUTE

## Visit this editorial office

You may have seen other editorial offices. Did they look anything like this? And yet this is one of the most important editorial offices in America: a section of the block-long Good Housekeeping Institute.

In the foreground, a home economist is about to begin tests on a washer. Beyond her, two staff members are checking recipes. Other experts are thoughtfully exploring new editorial ideas that will stimulate our 12,350,000 readers.

All very calm—and convincing. *Especially* if you sell food, or appliances, or soap, or household

supplies, or a score of other products. None of our editors wears a funny hat, or sequins (except after hours!). All of them are authorities in their fields, dedicated to the simple proposition that Good Housekeeping is, must continue to be, the Number One magazine for women in America today.

Because of their skill and devotion, 40,930,000\* women are influenced by the Guaranty Seal that is our written pledge. If you would like a fresh approach on selling your product, we suggest you visit with these editors, soon. \*Cruik, S-D Surveys, Inc.





Dr. Seymour Banks



Dr. Thomas E. Coffin

data; instead, it represents a joint effort of media and the advertisements they carry. I think it is entirely legitimate, however, to ask for these data, since media do solicit advertisers offering them a variety of advertising units in their media. The data that we talk about here on communication by advertisements within their media contexts should be in terms of product classes and these classes should be as tight as possible.

We all have an appreciation of the fact that products do vary in interest and, hence, comparisons of media should not be affected by variations in the product mix of the advertisements they happen to carry. Consistent with my line of reasoning which says that the data on communication by advertisements should be classified by products is a statement that the data should be reported separately for the variety of advertising units which the media carry. *I do not wish to recommend that there ever be established a single standard advertising unit for a medium which will be used for comparison with performance of standard units of other media.* Instead, we must have data which show the performance of all types and varieties of advertising units which the media makes available.

### CPM Is Deficient

"CPM comparisons at best show only half the score," declared Dr. Thomas E. Coffin, director of research for National Broadcasting Company. It has been argued that a medium's only responsibility is to deliver an audience, and that the resulting impact depends on how well the specific advertisement is designed. This is true to a degree. Individual adver-

tisements do differ in their persuasiveness and the skill with which they use the medium's potentials. But it is equally true that the medium influences the advertisement's impact.

The characteristics of the medium—both its physical format and the character of the audience which it reaches—create both the opportunities and the limitations on what can be done with it. The fact that you can use color in a magazine advertisement, dealer listings in a newspaper advertisement, music and sound effects in a radio commercial, continuous motion in a TV commercial—these are facts of the medium, not of the skill with which the advertisement is prepared.

These, in fact, are aspects of the very qualitative differences among media which must be accounted for in any comparison which hopes to be valid. They are important to take into account because we all intuitively feel that such inherent media characteristics do influence the medium's impact. Therefore, I submit that the cost-per-thousand argument will not be settled until we can add into the comparison how much a thousand readers are worth, compared to a thousand listeners or a thousand viewers. Then we will have a meaningful comparison.

I've always been slightly amazed at the ability of magazines and newspapers to convince the advertising world that anyone who "looked into" any part of an issue was a legitimate member of its audience. Perhaps we should begin to use such a measure for TV programs also. It might put us more in step with the times.

Interestingly enough, Nielsen reports just such a figure. In the Full

Analysis book, Nielsen reports the per cent of homes which "tuned in any part of the program." For today's meeting, I asked our ratings people to pull out these figures. These are based on December, the latest Fall Analysis period. They cover all reported evening half hour shows between 8 and 10 P.M.

The figure we most commonly use is the Average Audience—that is, the homes tuned during any average minute of the show. For these programs, the AA averaged 9.7 million homes.

When we want to refer to the Total Audience we use a figure which deliberately excludes any home tuned for less than six minutes. We use this particular measure, because experience has shown that the majority of these homes stay tuned for almost the entire program, and thus have the opportunity of seeing all the commercials. For these programs, the average was 10.5 million homes, or 9 per cent more than the AA.

But if we followed the lead of the print media and included among the audience all those who tune to any part, the audience for these programs would average 13 million homes, or 34 per cent more than the AA. In other words, in our effort to be sound and conservative we are throwing away—failing to claim—3¼ million homes (nearly eight million viewers) which the magazines and newspapers would include, under their definition. This throw-away is about equal to the number of readers who note the average full page advertisement in *Life*.

It has been claimed that Advertising Page Exposure is comparable to the Nielsen Average Audience. The Average Minute Audience approximates the audience exposed for a minute of commercial time. A very high proportion of the Average Audience is converted to actual contacts. Through the use of portable projectors, a recognition test of TV commercials similar to the Starch recognition measure for magazine advertisements showed 80.9 per cent "noting" the average commercial. Among those who saw the entire program the score was 89.9 per cent.

Thus the two measures—Advertising Page Exposure and Average Audience—represent radically different degrees of exposure and advertising contact. CPM comparisons at best show only half the score—but com-

Among the leading newspapers in General Grocery Advertising, as reported by Media Records

# No. 1



in general  
food lineage gain  
in the U.S.A. for  
1958 was the  
**Cincinnati Enquirer**

And the biggest part of the gain came from the *Daily Enquirer*—particularly the Thursday morning Food Section which gives food ads a whole extra working day each week-end. Write our Research Department for Top Ten Brands Survey facts about your products. Or call any office of Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the **Cincinnati Enquirer**  
FOR FOOD NEWS AND ADVERTISING

*and local food lineage is up  
even more...in the  
**Cincinnati Enquirer***

SINCE 1953, total food lineage in the Cincinnati Enquirer has increased almost 250%, while *total* food lineage for the Cincinnati market was increasing less than 1/10th this rate. *Local* food took an even bigger jump—up 900,000 lines for a 350% gain since 1953. A shift that continued in 1958—to give The Enquirer the No. 1 gain as noted above.

REASONS? Plenty of them. The Enquirer reaches the solid market—that matters—covering, every morning, the families that buy the major portion of groceries in this rich, 19-county, 3-state Ohio Valley market. Gets there first, too, with a Thursday morning target time that gives your ad a whole extra working day, each week.

*Like the ad says:* Solid Cincinnati reads the **Cincinnati Enquirer**  
FOR FOOD NEWS AND ADVERTISING

# HOW TO ATTRACT CUSTOMERS BY THE MILLIONS!



The dominant force that attracts the heavy-spending customers of New York, Chicago and Philadelphia, and then moves them to spend to satisfy their needs and desires is First 3 Markets Group.

Competition for attention to an advertising message is understandably keenest in these richest and

most rewarding markets, where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these three far-above-average markets, which account for 18% of total U. S. Retail Sales, there is no substitute for FIRST 3 MARKETS' saturating 62% COVERAGE of all families.

In addition, First 3's "Sunday Punch" circulation of nearly 6,000,000 reaches over half the families in 1,195 cities and towns, which produce 27% of total U. S. Retail Sales.

To make your advertising sell more where more is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N. Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043  
San Francisco 4, Calif., 155 Montgomery Street, GArlfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUinkirk 5-3557



parisons such as these are worse than useless.

### Comparisons Must Be Valid

In the opinion of Edward B. MacDonald, director of advertising planning, *Look Magazine*, "Intermedia costs per thousand can be calculated within narrow limits of exactness, if one will use the existing research data, on a comparable basis."

The first problem is the size of the audience of the advertising vehicle; the second is the size of the audience of the advertising message—that is, of the advertisement or of the commercial.

With regard to the first problem, the size of audience of the advertising vehicle, one doesn't have to be very smart to realize that if print talks "circulation" against Tv's "homes reached," print doesn't make it. For example, each of the major weekly magazines—*Life* and *Saturday Evening Post*—have around 6 million in circulation. This, compared to an Average Audience of something around 9.5 million homes reached, for the average night-time Tv show, means that night-time Tv is some 50 per cent ahead.

I say to you that "total audience"—not circulation—is the base to use for figuring the size of audience of the advertising vehicle in intermedia comparisons.

On this basis, then, suddenly a magazine like *Look*, which currently reaches with one, average, issue about 16 million homes, doesn't look bad against even the absolute top night-time Tv shows—forgetting the 9.5 million homes for the average night-time show. And, it doesn't matter if comparisons are made on households or not, although for practical purposes this is easier, since Tv is measured this way. Compare the two media as you choose: on individuals 10 years of age and more or on one-eyed housewives; with small differences, the story is the same.

The second problem is the size of audience of the advertising message, be it a printed advertisement or a commercial on television. Or, to put it the other way around, what is the "reduction factor" to be applied, in each medium's case, to the size of the vehicle's audience to arrive at the size of the audience or the message?

What, of course, so often happens in inter-media comparisons is that

print's audience delivery gets reduced to a copy remembrance score (by the "usual" source, to a third or a fifth of the total—and God help you, when you resort to this kind of computation, if you use something smaller than a page!) whereas very often at least, Tv's commercial message audience gets computed as 100 per cent of its vehicle's (i.e., program's) audience size.

One must compute costs on a comparable basis. But a copy remembrance score vs. a medium's delivery score is not a fair, or comparable, comparison. If the research existed for a copy remembrance vs. a copy remembrance comparison, on a truly equal basis which it doesn't—then fine! But don't reduce one and not the other.

This brings me, I guess, to talk about that which I was probably asked here to talk about; namely, the work which *Look* has been conducting for some years with regard to spread traffic exposure data. Again, time does not permit going into this in detail—but, two points: the main one is a conceptual one—here is a quantitative measurement of one medium's delivery, physically, of an audience to an advertiser's message, and when this is compared to an Average Audience, or minute-by-minute audience, this is on a comparable basis, since the A.A. is also a way of measuring the physical delivery of an audience to a Tv program's commercial. The second point is that print's delivery of an audience is now no longer at a third or a fifth or low level (as copy remembrance score wrongly indicate), but rather it is at a 76 per cent delivery level.

Talking about spread or page exposure brings to minds the recent and current Advertising Page Exposure study. I think it's fine! But beyond this, for anyone who wants to use this type of information to "sell" magazines relative to Tv, I say that this type of study actually understates the relative position of print—for two reasons. For one thing, this *Post-Politz* type of research is limited to individuals who read "yesterday" only. Unlike Tv, when you buy a page in a magazine it matters not whether it was read yesterday, the day before, or tomorrow, or exactly when, so long as someone did read it.

Print is shortchanged by this "yesterday" method. Second, and already



Edward B. MacDonald

inferred in the first part but actually a separate point, is that this is an "individual" measurement only—whether yesterday or next week. It is not on a household basis, which is the broader base used by Tv.

Incidentally, even with these limitations, the *Post* study showed a 70-odd per cent page exposure.

Again, I am sure that all of you are well aware of the 70-odd per cent advertising page score developed by Max Ule in the past few years—this time by a different method, aided recall. Does anyone begin to notice the similarity in these figures—by whatever method is used?

It is really unimportant, and we really don't care, which of these methods you use in developing your "reduction factor" to obtain the message delivery score for each medium. Just make the inter-media comparisons on a medium delivery vs. a medium delivery basis. Don't reduce one to a copy remembrance basis, without doing the same to the other.

The second related point: use these media delivery values for print vs. the media delivery value of Tv. Don't let's just say that we shouldn't make intermedia cost-per-thousand comparisons just because one cannot supply the absolute, exact, precise, last-decimal-point percentage. Let's at least admit the basic fact—intermedia costs per thousand can be calculated within narrow limits of exactness, if one will use the existing research data, on a comparable basis.

### Exposure Extolled

"For each medium, a measure of exposure is the measure of its potential, of the full opportunity it gives the advertisement to be perceived and to influence the audience," maintained Charles E. Swanson, research



**Charles E. Swanson**

manager of The Saturday Evening Post.

One of the advertiser's problems is to know how to use combinations of media most efficiently. That is, which media mix will best serve a set of objectives in marketing a product and what does each medium contribute? Indeed, what should be expected of a medium in efficiency and in impact or sales or other result?

Alfred Politz first suggested 10 years or so ago that "a primary function of a medium is to expose" the advertising to people in a market. Once the advertising is exposed, he has written, then the advertising may be perceived and influence people.

Exposure is the opportunity for the advertising message to influence.

Exposure is the presentation of the advertising message "within the immediate visual range" of the medium's audience.

Exposure is the moment that the medium establishes communication between advertisement and, in the case of magazines, the reader.

*Exposure to an advertising page depends upon the medium.* Magazines attract readers to their pages, expose the page to reader. Whether the reader perceives, reads or is influenced depends upon product and copy, color and size of illustration and so on. Exposure is opportunity, the potential delivered by a medium. Readership or sale or other effects depend upon product, copy, and other forces.

Before we turn to cost per thousand and comparisons of magazines with other media, let's see how the advertiser and the agency can use data on how many exposures an advertising page gets to what kinds of people.

First, in his planning for exposures of advertising to his market, the buyer can use published information to es-

tablish the desired level of exposure on a 52-week basis.

Second, he will know the number and rate of exposures by kinds of people, sex, income, age, ownership and purchase and a host of other data—all published or available.

Third, for the products sold every day through the supermarket, the drug store and the variety store, the buyer can plan for peaks of exposure of magazine advertising in the mix with other media—and to time his magazine advertising peak with the expected promotion or buying peak.

Fourth, for the considered purchase product, he can lay on top of the year-round frequency of exposure the necessary exposures to his advertising to multiply vastly exposures at the vital moment of an introduction of a new model or in the weeks of a spring, fall or Christmas buying season.

What does this have to do with cost-per-thousand? These points illustrate the complexity of the marketing situation and the possible opportunities for use of data showing more exactly when the advertising page gets exposures to the market.

Information on the exposures of an advertising page is being added to number of readers of an issue and ABC circulation. These and other measures are used by buyers for cost-per-thousand comparisons.

Each medium must present and document as best it can the potential it provides for the advertiser. For each medium, a measure of exposure is the measure of its potential, of the full opportunity it gives the advertisement to be perceived and to influence the audience.

*Exposure—it's like seeing the face of your neighbor at your table—but not seeing his tie, unless it's unique, or lights up. When you see the tie, you perceive, you are influenced. That's like being exposed to the advertising page—and then, attracted by product and copy, reading and being influenced by the sales message.*

#### **Who Has Most Research?**

Broadcast media offer the buyer of advertising more audience research and better measures of audience estimates, declared Julius Barnathan, vice president and director of research of ABC Television Network. Media can be compared if comparable data are available. In any intermedia

comparisons, audience size alone is not enough. The impact is most important. Surely, a medium that can provide sight, sound, and motion will have a different impact from a medium that provides only one of these items. But, for the moment, let us assume that impact, one of the more subjective areas of media buying, is put aside for the moment. Let's examine the ways of measuring audience size.

First let us go back and find out who has done more audience research—who does supply the best measures of audience estimates today? In broadcasting, particularly television, aside from the 1950 Census figures, each year the television industry, under the auspices of the ARF and the Census, determines the number of television homes throughout the country, and at the same time, county-by-county estimates of television ownership are made. Every two years A.C. Nielsen Company does a 100,000-home sample throughout the country to determine actual viewing in the homes to individual stations. In addition to this Nielsen coverage survey, such studies as ARB's A to Z and Videodex studies for individual markets are available and used between survey periods. These studies tell the number of homes reached by a particular station in the average day or average night.

These figures are comparable to the ABC circulation figures provided by print media. To illustrate that these figures are comparable, ABC provides, county by county, the number of newspapers that were distributed on an average day. If a newspaper issued a morning edition and an afternoon edition, it will provide an average for the morning edition and an average for the afternoon edition.



**Julius Barnathan**

If it issues a Sunday newspaper, we will have an average for a Sunday edition. These are all averages over broad periods of time.

Similarly, coverage service data are averages, and provide information on what occurs on the station in an average evening. Television not only provides information for individual stations within a county, but also measures duplication between stations—not only in the big markets, but in every market throughout the country.

Television continues further. It provides national audience estimates for all programs. Not an average for a six-months' period, but day-by-day, week-by-week, for 52 weeks.

As I have indicated before, ABC circulation is comparable to a station circulation. Program circulation is comparable to a page circulation. Every program does not have the same audience. Neither does a page of a newspaper or magazine have the same readership. Certain pages are directed to women, certain programs are directed to women. Certain pages are directed to the entire family, certain programs are directed to the entire family and so on. Certain pages are read more often during certain times of the year. For programs we have measures for every day of the year from Trendex, Arbitron, Nielsen and monthly audiences locally. But what do we have for newspapers? Averages, if we have anything. In most cases we have nothing at all. during the summer? Is the editorial page read more during periods of crisis than during periods of calm? Isn't the weather page read more often when weather is an important item?

Yet, do we have estimates of page circulation, day by day, week by week? The television industry has provided this service year in and year out, and it is expected of it. Why isn't it expected of print media? Let's go one step further and see what is provided for audience measurement to commercials, or on the printed page, the advertisement. In addition to providing audiences to programs, television provides average-per-minute audiences to a program. Is there a comparable measure in the sports page during World Series time read more often than at a time when there is little sports interest? Are the television pages read



Dr. Howard Hadley

more during the fall months than for an advertisement? No. So television has brought us to the brink of the final number, and in fact, in many cases has produced the final number, which is the actual number of persons exposed to a particular message. Since it is not done on a continuing basis to the degree that other measures are done, the television industry is being chastised. The print media, on the other hand, have not even gone so far as specific page circulation. We can provide cost-per-thousand for television—you tell me how to do it for print.

### Creative Media Buying

*We are seeing less emphasis upon cost-per-thousand comparisons and more emphasis upon creative media buying, said Dr. Howard D. Hadley, vice president for research of the Bureau of Advertising, ANPA.*

Although it seems next to impossible to make cost-per-thousand comparisons, this is the order of the day, so let's see if there are any basic ground rules or common denominators.

1. The first common denominator is exposure to an advertising message. It goes without saying that if a person doesn't see or hear advertising he cannot be affected by it. (Despite subliminal enthusiasts.)

This requires measurements of readership for print advertising and of viewing or listening of commercial advertising in electronic media.

2. The second common denominator is to make comparisons between similar groups—be they housewives, beer drinkers, or Ethiopians. If this is violated, your comparisons will be absolutely meaningless.

3. The third point is to compare normal usage with normal usage. A television spectacular is not usually

normal usage of the medium—nor is a full page advertisement in the newspaper or multiple insertions in magazines. Everyone finds an occasion to make a big splurge for reasons of product innovations or merchandising.

4. The fourth point is to conduct competitive media sales tests over a sufficiently long period so that the different media may have an opportunity to do their job. For example, an advertiser does not expect the immediate sales results from a 50-line newspaper advertisement that he does from a full page. Yet 50-line advertisements can build a good sales record over a period of time.

I should like to make some observations about future trends in this area.

We see that television is starting to go beyond program ratings into measurements of prospects viewing commercial content. Pulse is a leader in this electronic area. This is far more needed for television than for print, because prospects viewing television commercials are selected by the program; but in print media they are largely selected by the advertising itself. An advertiser in the newspaper can expect a readership bonus of about 50 per cent among prospects for his brand, and it can range up to 250 per cent.

We see that there is going to be increased emphasis placed on the psychological response to advertising in different media. This has long been available in print media. Recently, Miles Wallach has started TPI, and two new services have been announced by Qualitative Research and the Psychological Corporation. We believe these will be expanded to include more than one medium.

Finally, we see decreased emphasis being placed on cost-per-thousand comparisons, and more emphasis placed on creative media buying. We believe the CPM fad has just about run its course. Management is attracted to cost-per-thousand because of its apparent "simplicity," and because of managements' search for "fool's gold" in hoping to receive something for nothing. The first point of "simplicity" does all media a disservice and injustice. The second point of something for nothing is not true and never will be. Media prices are just as competitive as those of competing consumer brands. ■





## Discrimination Against Media Seen in Tax Proposal

By Morton J. Simon  
*Member of the Philadelphia Bar*

**I**N THE FEBRUARY 1958 issue of *MEDIA/SCOPE* we discussed "Taxes on Advertising: Their Meaning to Media-buying." That article was stimulated by the then pending Baltimore tax on advertisers and advertising media.

The time has come to take another look at the situation. Much has happened since February 1958, some of it good, some bad.

In surveying the past year, the industry undoubtedly has noted with a high degree of satisfaction that, since the Baltimore tax first came on the books, no jurisdiction has been successful in passing and maintaining a tax on advertising. This is due in large part to the courageous fight waged by the industry and the various organizations which speak for it.

It is the result of a more acute awareness of the problem and ever-increasing alertness and activity. However, this success to date should not sire any complacency. The attacks *have* been made and bills have been introduced, but have thus far been beaten off.

In February 1958, the industry faced only the Baltimore tax. There

were some rumors, it is true, of parallel taxes in other jurisdictions, but they did not develop.

The Baltimore tax has now been fought by media and advertisers alike through the various Maryland courts, and the Maryland Supreme Court finally threw it out last November. Baltimore has had to refund such tax monies as it had collected.

### Report Issued

Just before Christmas, the American Municipal Association issued a lengthy report under the title "City Tax on Advertising - The Baltimore Case." This association, with better than 13,000 members, analyzed the subject of advertising taxes generally, and came to the conclusion that such taxes are a very poor—and under certain circumstances a "morally wrong"—source of tax revenue.

Additionally, the Maryland Legislature last year provided that no municipality in the state could again enact such a discriminatory tax as had Baltimore.

Based on the death (both judicial and legislative) of the Baltimore tax and the well-considered report of the

AMA, it seemed likely that the year 1959 would not produce any new advertising taxes. In fact, the Association's report said:

"It hardly requires a gift of prophecy to predict that the Baltimore experience will greatly inhibit experimentation with taxes of that sort in the future."

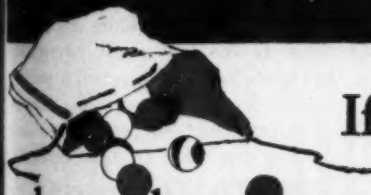
However, this prophecy—logical though it was—has run afoul of several specific efforts in other states to tax advertising. This seems to stem from an unfortunate combination of circumstances.

- 44 State Legislatures meet in 1959, an "odd" year.

- Nearly every state is earnestly—and in some instances emotionally—seeking new sources of revenue to balance its budget or to meet real or imagined new expenses. This has produced a highly varied search for new tax sources, some of them verging on the ridiculous, striking deeply and widely into many novel and untrodden areas.

- Advertising continues as a whipping boy of a good portion of legislative thinking. There is a general lack of understanding of the function of





## If you're playing for keeps... play where there are the most marbles!

You're bound to win with General Outdoor. With GOA you can be sure of getting the outdoor advertising coverage and penetration that sells most effectively.

GOA'S ability to help deliver customers is a result of facilities—large plant size—a sufficient number of pan-

els to provide you a poster showing with proper distribution and without competitive product duplication.

To find out how GOA can put extra effort, extra impact—extra depth behind your Outdoor campaign, just call your General Outdoor Advertising office or write to us in Chicago.



*Covers 1700 Leading Cities and Towns*

**General Outdoor Advertising Co.**

515 South Loomis Street, Chicago 7, Illinois

advertising and its contribution to the American economy. Many leaders in the industry are strongly recommending a permanent, long-range educational and information program to reverse this attitude and to create for advertising a more sympathetic climate in all levels of government.

### Bills Introduced

Since the beginning of the year, at least seven states have either introduced advertising tax bills or have strongly indicated such intentions. These states are Maine, West Virginia, Michigan, Texas, Kansas, South Dakota, and Washington. It should be noted, however, that the Michigan legislative proponent of the tax has been quoted as saying that eight or ten other states are considering the passage of similar measures.

As I pointed out, industry activities thus far have been successful, but this is no guaranty for the future. We have had for years several advertising taxes or license requirements on the books throughout the country. These have been held constitutional. Thus,

the problem remains with disquieting precedent behind it.

### Situation in Maine

Perhaps the most effective lessons for media can be learned by reviewing the Maine situation and the action of Maine media and their trade associations.

This advertising tax bill sought to circumvent the many unconstitutional Baltimore features by making the tax merely an amendment to the existing 3 per cent sales tax. The expressed philosophy of the sponsors was that this amendment sought to treat advertising media the same as other commodities, already taxed under the existing sales tax law. Accordingly, it was claimed that it was not discriminatory.

Also, much effort was made to sugarcoat the impost by coupling it with a program of one-year college scholarships for Maine high school graduates.

Immediately after the announcement and introduction of the tax bill, the various state-wide media and other advertising groups got busy.

The radio and television people, the weekly newspapers, the daily newspapers, and the outdoor interests girded themselves for action. In addition, Advertising Associates of Maine, the all-inclusive advertising club drawing its membership from the entire southern part of the state, and the Maine Merchants Association joined the fight. Calls for help went out to such national organizations as the Advertising Federation of America, American Newspaper Publishers Association, Association of National Advertisers and the National Association of Broadcasters. The calls were not in vain. These groups cooperated wholeheartedly with the local trade associations.

The bill came on for hearing on March 12 before the Joint Taxation Committee sitting in the State House at Augusta. I attended these hearings on behalf of AFA. Also present were counsel for NAB and ANA.

The favorable testimony was limited to that of the two legislators who had sponsored the bill. They stressed at some length the educational use of this tax money. In fact, it was only after exhausting the glowing educational possibilities that they directed their attention to the tax itself. As I recall, it was charged that "advertising had advertised itself right out of taxes," and that advertising was the one "commodity" which was not taxed in the state.

### Two Misconceptions

Here were two definite misconceptions. In the first place, advertising has never had any objection to paying its fair share of taxes for the support of government. It pays income tax and various other types of equitably based taxes.

Second, the description of advertising as a "commodity" shows a misunderstanding of the basic nature of advertising media and advertising.

Advertising is not a commodity. It is a service,—just as much of a service as the efforts of doctors, lawyers, engineers, or clergymen. This has long been appreciated by the courts. Very recently a Federal District Court in Chicago pointed this out in analyzing the nature of network TV in a Robinson-Patman case then before the court.

In other words, the Maine sales tax as it now exists could not tax advertising media because it does not tax

## WHAT'S NEW?



WJR listeners know—and they know the full story. Seven times daily WJR newscasters take the air for detailed 15-minute reports.

Want to talk to consumers in the know? See your advertising manager, agency or Henry I. Christal representative about WJR, Detroit.

**WJR**  
**DETROIT**  
760 KC  
RADIO WITH ADULT APPEAL

**AUTO OWNERSHIP UP!** . . . .  
 30% of Minnesota's families now  
 have two, three or more cars...  
 UP 29% from a year ago, 43%  
 over the U.S. average.

**CONSTRUCTION GOING UP!** . . . \$20 million in  
 1959 downtown Minneapolis business construction  
 ... \$31 million expansion of Minneapolis-St. Paul  
 airport ... \$35 million Mississippi river harbor  
 project at Minneapolis ... \$182 million in new  
 Minnesota highways.



**ECONOMIC BAROMETER UP!** . . .  
 February "Help Wanted" listings in  
 Minneapolis Star and Tribune UP  
 40% over a year ago... January  
 greatest month for classified adver-  
 tising volume in Minneapolis Star  
 history, topping all U.S. evening  
 newspapers.

**INDUSTRIAL DEVELOPMENT UP!**...  
 Upper Midwest utilities on the first  
 leg of a four-year, \$500 million expan-  
 sion. One company alone increased its  
 1959 research budget to \$4 million.  
 Minnesota development corporations  
 forming at rate of one a week!

**CIRCULATION UP!**...New all-time circulation  
 highs for the Minneapolis Star and Tribune:  
 more than 500,000 combined daily, 635,000  
 Sunday, in the 223-county, 3 1/2-state Upper  
 Midwest market!



EVERYTHING'S **UP**

IN THE UPPER-MIDWEST!



**Minneapolis**  
**Star and Tribune**  
 EVENING MORNING AND SUNDAY  
**635,000 SUNDAY • 500,000 DAILY**

JOHN COWLES, President

the furnishing of any other services such as those of the plumber or electrician. It taxes only the sale of tangible personal property. Such a tax would therefore be highly discriminatory and unconstitutional, if for that reason alone.

As this is written, the action of the committee and its recommendation to the Maine Legislature is not yet known.

It is extremely important, however, to consider in some detail the exact nature of this testimony as it reflected the position of advertising media. The Maine testimony, together with the testimony in the Baltimore test case, should serve as a blueprint for further attacks on similar bills. This testimony came from members of the various Maine media associations, as well as from retailers, wholesalers, businessmen's groups and similar sources.

### Discrimination Apparent

We might sum up this testimony in one word: *discrimination*. This discrimination was specifically pinpointed in many ways:

#### 1. Discrimination against media in

the state in favor of those outside the state. As the witnesses pointed out, national advertisers can reach Maine consumers by using out of state or even Canadian radio and TV stations or out of state newspapers such as the Boston *Herald*. The media witnesses said that they already have enough competition from such sources without fostering it by a tax of this sort.

2. *Discrimination among the Maine media themselves.* The Maine bill provided for the 3 per cent tax on radio, television, outdoor, and publication advertising only. It did not purport to hit direct mail, premium advertising, point-of-purchase advertising, public relations, sales promotion.

3. *Discrimination against Maine recipients of cooperative advertising.* Generally speaking, national advertisers do not allot cooperative funds for taxes. The impact of this on the in-state dealer is well illustrated by an example used before the committee: Assume a Maine dealer uses \$1,000 worth of advertising in the state subject to a 50 per cent advertising allowance. The national advertiser and the dealer each pays \$500. However,

there would be a tax of \$30 on the \$1,000 worth of space or time. The national advertiser will not pay any part of this. Accordingly, the local dealer must pay the \$30 which in effect is a 6 per cent tax.

The importance of this is quickly seen when we realize that cooperative advertising is said to represent from 20 to 25 per cent of all advertising on a national basis. One of the large Maine newspapers testified that cooperative represented about 38 per cent of its advertising income.

4. *Discrimination against local spot radio and TV.* Many stations have long said that they make their real money on their spot sales. Because of the interstate commerce involvements, the Maine tax could not hit network advertising, but could and would tax local spot advertising. Aside from the loss to the stations in paying the tax, this arrangement would possibly result in more use of network time by the larger national and regional advertisers.

5. *Many of the Maine media believe that rates are as high now as they can go.* One witness testified that "our advertisers will not stand still for another 3 per cent increase because of the tax. We would have to absorb it."

Of course, none of these arguments pretended to deal with the basic fallacy of a tax on advertising media. Such a tax is a tax on selling, a tax on jobs, a tax on production, and an overall tax upon the system which produces sales taxes in the first place.

This was forcefully pointed up in Augusta. Actually, it is this adverse effect on the economy in general which is the strongest argument against advertising taxes.

### Tax Activity in Other States

Advertising tax activity in the other states is of a varied character and, at the moment, has produced various legislative results.

The tax seems to have died in West Virginia, since the Legislature there has adjourned without action thereon.

In Texas, the 5 per cent tax on advertising media, including the yellow pages, is rocking along with results uncertain.

The South Dakota Legislature has also adjourned without the introduction of the threatened advertising tax proposal.

In Michigan, the intended extension of the gross receipts tax to adver-



# THINGS ARE POPPING

Bubbling. Boiling over. Boston's getting the full promotion treatment from WBZ. Contests. Parties. Billboards. Ads. Radio and TV spots. The works. All about the new shows, the new program lineup, the sparkling personalities... the bouncy pop sound that's got the ratings jumping on Boston's Most Popular Station.

Represented by PGW

51,000 WATTS

W B Z DIAL 1030 BOSTON

WESTINGHOUSE BROADCASTING COMPANY, INC.





## WHAT THE FUTURE HOLDS IN TAXES ON MEDIA

Based on experience thus far, there seem to be certain fairly valid conclusions which media must face in respect to taxes:

1. Notwithstanding the victories over advertising taxes in Baltimore and in the increasing defense against such taxes, media are likely to be subjected to other similar efforts.
2. General media are likely to be the targets of such attacks more than the more specialized media.
3. A more integrated defense is necessary throughout the media field. This is an industry-wide problem; it would be a sign of weakness for one type of media alone to attempt a defense.
4. National media association activity is necessary. Even one or two local successes by advertising tax proponents will encourage such activity in other states and areas.
5. Reliance should not be placed exclusively on legal attack. Much remains to be done to re-educate the legislator and the voter about the function of advertising and the drastic results of any tax on advertising or advertising media.

ting has not yet been introduced in the legislature. Information as to its prospects in that state is mixed. In Kansas it has not yet been introduced.

It is gratifying to note the increased awareness of this problem among media buyers and sellers. I recently discussed the tax and governmental situation at meetings of the Cleveland Advertising Club and the Eastern Industrial Advertisers in Philadelphia. The concern of the audiences with the subject and its ramifications was very evident. More than this, three radio stations taped the Cleveland luncheon talk for use that evening as a public service broadcast. Both in Cleveland and Philadelphia, there have been several requests for copies of the tapes for playback to the staffs of various agencies and publications.

Furthermore, many advertising clubs and associations have either already held meetings to discuss the entire subject or are scheduling such meetings through June and the fall season.

As previously indicated, AFA, ANA, and NAB sent their counsel to Augusta to assist in the hearings and it is believed that these organizations,

together with others, will render similar assistance in the future.

AFA has developed and circulated to its member clubs the Community Action Plan (CAP). This is a well-designed blueprint for local action to prevent the introduction of tax bills of this sort and their possible adoption. It is a mobilization plan for the industry.

## GE Again Leads Business Papers

TRUE TO FORM, the General Electric Company, for the eighth straight year, was again heaviest spending advertiser in business publications. G.E.'s \$3,284,700 expenditure led a list of 30 companies investing more than \$1 million in business publications last year, according to the "Eighth Annual Study of Leading Advertisers," published by Associated Business Publications.

Six more companies, spending more than \$2 million in business publications in 1958, were, in order, American Cyanamid, General Motors, E. I. du Pont de Nemours, U. S. Steel, Merck & Company, and Allis Chalmers.

A new feature of the study is the breakdown, for the first time, of advertising expenditures by industry classification. This gives both dollar figures, and the percentage of total spending represented by each category.

Complete results of the survey, providing business publication expenditures of 1,500 companies totaling \$231.7 million, or 47.0 per cent of all 1958 business publication investment, are available from ABP at \$3 per copy.

The figures provided by the survey include neither production costs, nor advertising investments in "business-news" publications such as *Business Week* or *Fortune*, the definition of business publications being limited to those listed exclusively in the Business Publication Section of Standard Rate & Data Service.

The long-term trend revealed by the study is up. Nearly 1,000 advertisers last year spent \$50,000 or more in business publications, compared to 489 companies in 1950, first year of the ABP survey.

CIRCULATION  
NOW

3,600,000



12,000,000 men and women read American Home for ideas on building, remodeling, decorating, food, furnishing and gardening. It devotes more of its editorial to home-service than any other magazine.

A CURTIS MAGAZINE

# First Quarter Rate Changes



By Harry J. Johnson, Research Consultant

**BUSINESS PUBLICATIONS Rate Changes, First Quarter, 1959**  
(One Time, Black-and-White Page Rates—U. S. Business Publications)

Circulation Groups	Total	Number of Business Papers		Range of Changes		Median Changes
		Changing Rates	Increase- ing Rates	Decrease- ing Rates	Low % High %	
100,000 and over.....	36	9	9		4.3 15.9	10.0%
50,000 - 99,999.....	78	19	19		4.0 87.5	10.2%
25,000 - 49,999.....	212	40	39	1	-20.7 42.9	12.2%
15,000 - 24,999.....	210	40	39	1	-49.1 50.0	14.8%
10,000 - 14,999.....	256	47	45	2	-22.0 69.6	16.7%
5,000 - 9,999.....	470	55	55		4.7 69.2	12.3%
2,500 - 4,999.....	340	46	45	1	-29.4 66.7	12.5%
1,000 - 2,499.....	150	8	8		10.0 45.8	16.7%
999 and less.....	9	3	3		9.4 33.3	25.0%
Circulation Not Given.....	174	9	9		5.3 30.0	11.4%
<b>TOTALS.....</b>	<b>1,935</b>	<b>276</b>	<b>271</b>	<b>5</b>	<b>-49.1 87.5</b>	

(Source: SRDS Business Publication Rates and Data, 1959)

**BUSINESS PUBLICATIONS** During the first quarter, 14 per cent of the Business Publications considered in this report changed black-and-white page rates, compared to 16 per cent doing so in the first three months of 1958 and 1957. The median rates of change by circulation size, as well as the high and low range of changes are quite comparable this year and last. Slightly fewer of the publications with circulations over 50,000 increased rates this year, compared with last.

**CONSUMER MAGAZINES Rate Changes, First Quarter, 1959**  
(One Time, Black-and-White Page Rates—U. S. Consumer Magazines)

Circulation Groups	Total	Number of Magazines		Range of Changes		Median Changes
		Changing Rates	Increase- ing Rates	Decrease- ing Rates	Low % High %	
2,000,000 and over.....	19	12	12		5.0 57.0	9.1%
1,000,000 - 1,999,999.....	22	14	12	2	-13.0 20.6	10.0%
500,000 - 999,999.....	40	14	13	1	-15.4 31.3	10.0%
250,000 - 499,999.....	57	20	17	3	-16.7 48.4	12.5%
125,000 - 249,999.....	54	8	8		10.0 27.1	16.9%
75,000 - 124,999.....	43	7	5	2	-33.3 33.3	27.5%
50,000 - 74,999.....	30	3	3		6.7 23.3	16.0%
25,000 - 49,999.....	56	8	8		11.1 58.3	18.5%
10,000 - 24,999.....	43	5	5		3.0 65.2	12.5%
9,999 and less.....	31	1	1		12.0 25.0	
Circulation Not Given.....	46	3	2	1	-24.7 25.0	
<b>TOTALS.....</b>	<b>441</b>	<b>95</b>	<b>86</b>	<b>9</b>	<b>-24.7 65.2</b>	

(Source: SRDS Consumer Magazine Rates and Data, 1959)

**CONSUMER MAGAZINES** Fewer consumer magazines raised their page rates in the first quarter of 1959 than in the comparable periods in 1958 and 1957. About one in five magazines have announced rate increases so far this year, while about one in four did so a year ago. Among magazines with circulations over one million, about 60 per cent boosted rates during the first three months of 1959 and 1958, while 80 per cent did so in 1957. Not only have there been fewer publications increasing rates, the median rate changes, particularly of the larger publications, are lower this year than last.

**NEWSPAPERS Rate Changes, First Quarter, 1959**  
(One Time Flat Line Rate—U. S. Newspapers)

Circulation Groups	Total	Number of Newspapers		Range of Changes		Median Changes
		Changing Rates	Increase- ing Rates	Decrease- ing Rates	Low % High %	
400,000 and over.....	17	5	5		4.8 9.1	5.6%
200,000 - 399,999.....	49	8	8		6.3 15.0	7.7%
100,000 - 199,999.....	57	14	14		4.0 11.1	6.9%
50,000 - 99,999.....	111	29	29		3.2 20.0	7.7%
25,000 - 49,999.....	167	49	49		5.0 22.2	7.1%
15,000 - 24,999.....	378	58	57	1	-16.7 20.0	10.0%
5,000 - 9,999.....	398	69	69		5.9 40.0	13.3%
4,999 and less.....	411	44	44		6.6 50.0	12.5%
<b>TOTALS.....</b>	<b>1,588</b>	<b>276</b>	<b>275</b>	<b>1</b>	<b>-16.7 50.0</b>	

(Source: SRDS Newspaper Rates and Data, 1959)

**NEWSPAPERS** Twelve per cent more Daily Newspapers increased flat line rates during the first quarter of 1959 than during the comparable period in 1958. About 17 per cent of all daily newspapers boosted line rates during this quarter of 1959, compared to 15 per cent in 1958, 20 per cent in 1957, and 22 per cent in 1956. During the first three months of 1957, 1958, and 1959 fewer of the newspapers with more than a hundred thousand circulation announced rate increases with each succeeding year.

(Continued on page 86)



**In Los Angeles, women who know  
their onions shop first on First Street**

You can't fool a woman about food, or food buys, or the best place to find 'em.

Must be why The Los Angeles Times is currently carrying more than 90% more retail grocery lineage than the second ranking metropolitan newspaper... or, to put it another way, more than the third and fourth newspapers combined.

And retail grocery ads are a sure gauge of a newspaper's effectiveness. Women shop them... act on them now. This morning's ad moves merchandise, rings cash registers, this morning.

If you're a media man who knows his groceries, chances are your schedule already starts on First Street in Los Angeles. That's where The Times lives.

First in the nation's No. 2 market

**Los Angeles Times**

Represented by Cresmer and Woodward, New York,  
Chicago, Detroit, Atlanta and San Francisco

# RADIO STATIONS Rate Changes, First Quarter, 1959

## ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Type of Station	No. of Stations Total	Stations Changing	Increasing Range of Changes				Decreasing Range of Changes			
			No.	Low %	High %	Median	No.	Low %	High %	Median
National (50,000 Watts)	93	12	8	5.7	40.0	14.3%	4	-1.5	-40.0	-30.0%
Regional (5,000- 10,000 Watts)	639	74	51	4.0	300.0	21.4%	23	-4.4	-56.7	-20.0%
Local (100-1,000 Watts)	2,249	140	60	2.3	114.3	28.6%	80	-2.8	-61.9	-25.0%
F. M.	85	2	1		25.0		1		-11.1	
Outside of U. S.	93	8	6	14.3	25.0	22.2%	2	-4.7	-33.3	
TOTALS	3,159	236	126	2.3	300.0		110	-1.5	-61.9	

## ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Type of Station	No. of Stations Total Changing	Increasing Range of Changes				Decreasing Range of Changes				
		No.	Low %	High %	Median	No.	Low %	High %	Median	
National (50,000 Watts)	93	1	1.2							
Regional (5,000- 10,000 Watts)	639	25	15	2.9	81.8	12.5%	10	-3.3	-40.0	-20.0%
Local 100-1,000 Watts)	2,249	80	29	1.7	212.5	26.7%	51	-2.6	-75.0	-22.2%
F. M.	85	3	2	33.3	33.3		1		-6.7	
Outside of U. S.	93	4	3	20.0	26.7	25.0%	1		-50.0	
TOTALS	3,159	113	50	1.2	212.5		63	-2.6	-75.0	

(Source: SRDS Spot Radio Rates and Data, 1959)

(Continued from page 84)

**RADIO STATIONS** Almost equal number of Radio Stations reduced their minute rates as increased them during the first quarter of 1959. By contrast, last year there were almost three increases for every decrease. This year about one out of three national and regional stations (over 5,000 watts) that revised rates registered increases. Among the local stations, however (100-1,000 watts) one-third registered *lowered* rates than raised them. This is a complete turnaround from last year, when more than twice as many local stations increased rates as decreased them. It may be significant that the median rates of increases this year are less than a year ago; but the median rates of decreases are higher than last year.

# TELEVISION STATIONS Rate Changes, First Quarter, 1959

## V.H.F.

(Most expensive one-minute one-time and one-hour one-time—U. S. VHF Television Stations)

Geographic Regions	Total Stations	One-Minute One-Time Rates			One-Hour One-Time Rates		
		No. Stations Increasing	Low %	High %	No. Stations Increasing	Low %	High %
New England	15	2	20.0	22.2	2	20.0	25.0
Middle Atlantic	32	2	5.9	66.7	4	2.4	60.0
East North Central	50	7	5.5	163.6	6	9.1	133.3
West North Central	60	9	8.0	50.0	5	12.5	30.0
South Atlantic	66	6	9.7	33.3	4	9.1	33.3
East South Central	28	6	6.7	55.6	4	12.5	33.3
West South Central	64	12	5.8	33.3	9	9.1	20.0
Mountain	46	8	6.4	33.3	3	12.5	33.3
Pacific	42	8	10.0	33.3	6	4.2	33.3
Outside of U. S.	20	3	5.3	25.0	1		15.6
TOTALS	423	66	5.3	163.6	44	2.4	133.3

\* One station lowered the hourly rate 5.9%.

(Source: SRDS Spot Television Rates and Data, 1959)

# TELEVISION STATIONS Rate Changes, First Quarter, 1959

## U.H.F.

(Most expensive one-minute one-time and one-hour one-time—U. S. UHF Television Stations)

Geographic Regions	Total Stations	One-Minute One-Time Rates			One-Hour One-Time Rates		
		No. Stations Increasing	Low %	High %	No. Stations Increasing	Low %	High %
New England	5	1		11.8			
Middle Atlantic	11						
East North Central	27	2	10.0	14.3	2	12.5	14.3
West North Central	1						
South Atlantic	10						
East South Central	6	1		25.0	1		25.0
West South Central	4						
Mountain							
Pacific	4	1		16.7	1	8.3	25.0
TOTALS	68	5	10.0	25.0	4	8.3	25.0

\* One station lowered the minute rate 9.1%.

\* One station lowered the hourly rate 9.1%.

(Source: SRDS Spot Television Rates and Data, 1959)

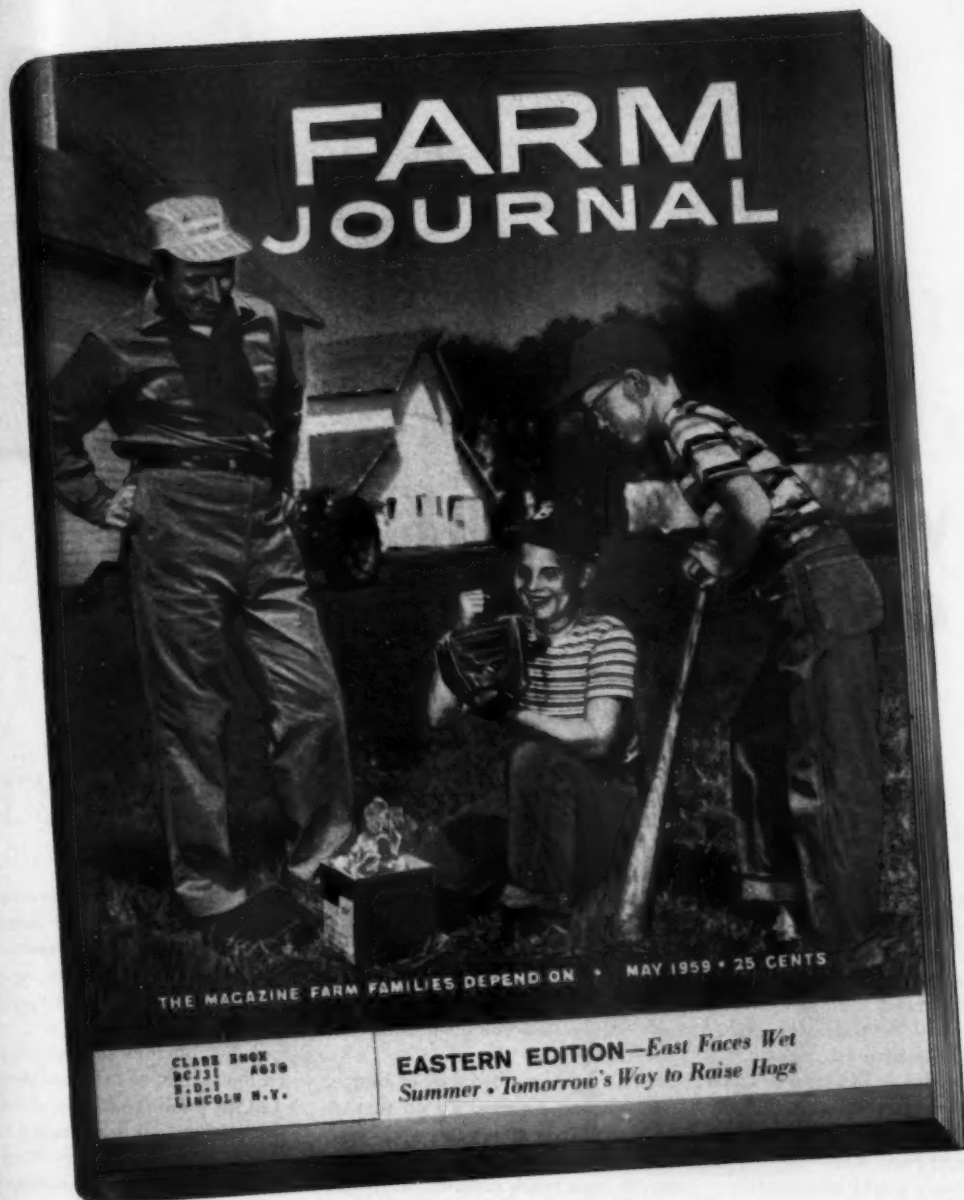
**TELEVISION STATIONS** There are now about 5 per cent more operating commercial television stations than a year ago, but 50 per cent more stations increased basic minute rates during the first quarter of 1959 than during the comparable period in 1958. The portion of television stations raising rates is also comparable to that of two and three years ago. This year only one VHF station lowered its hourly rate and one UHF station lowered its basic and minute rates. In 1958 six VHF stations had lowered minute rates and three lowered hourly rates.

Greatest rate activity took place in the Far West, where almost one out of five stations raised rates during the first quarter of 1959, compared with about one out of nine boosting rates during the first three months of 1958. About one station in seven in the Eastern and Southern states registered rate hikes the first three months of 1959, compared to about one out of two doing so in the year previous.



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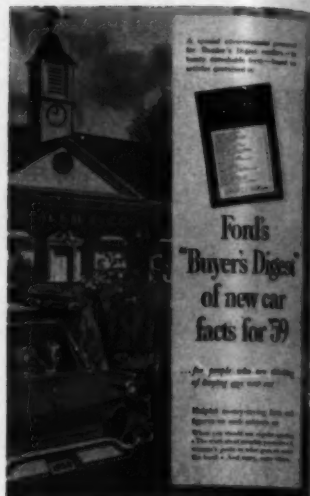
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## 37th MILLION DOLLAR ISSUE

FARM JOURNAL ranks among the nation's top dozen magazines in advertising revenue per issue.

FARM JOURNAL is the magazine farm families depend on.  
FARM JOURNAL is the magazine advertisers depend on to tell  
and sell prosperous farm families *everywhere*.



## What Is the Arithmetic Of One \$780,000 Ad?

*Ford and its agency must have figured carefully before they bought that Digest record-breaker.*

By Lionel M. Kaufman

WHEN THE May *Reader's Digest* came off the press, millions of people, including the postman, immediately sensed that there was something unusual about it.

A quick flick of the pages revealed what it was. That issue carried what some admen claim is the largest advertisement ever run in a national magazine—a 36-pager on behalf of the Ford Division of Ford Motor Co.

The advertising world immediately pulled out its Standard Rate & Data, and started figuring out the check. The final figure, \$780,000, while just a drop in the budget for Ford's Advertising Department, and conservative when compared with Ford's sales potential, was a stopper for most of the nation's advertisers. There were only 160 in the land who didn't say, "Why, that's more than we spent in magazines, in all of last year!"

Those advertisers and agency men who are still arguing over whether \$780,000 for one advertisement is shrewd media buying, will be interested in seeing, reduced to figures what Ford got for its money, and

what it would have cost to achieve the same size distribution in other ways.

### Ford's Objectives

First, let's review briefly what Ford was seeking to accomplish with that advertisement.

Ford's primary objective, of course, is to sell automobiles. To do that, it must bring potential car buyers into the Ford dealers' showrooms. To do that, it must reach millions of people, and interest them in the Ford name, and the cars that carry it.

Last October, Ford devised an ingenious sales tool for the 1959 model-year: a 96-page "Buyer's Digest of New Car Facts for '59." It was a complete handbook of what to look for in buying a new car. It also outlined the rules for safe driving, and economical operation of your present car, regardless of make.

Ford promoted this heavily last Fall with direct mail; plugged it on its TV shows; featured it in a special magazine ad. In each case, the public was asked to send in a dime for the book. The response—1,500,000 fami-

lies sending in their dimes—convinced Ford that the nation's car owners need and want this kind of information.

Now the question came up: how to get this book to the rest of the car owners?

A few obvious suggestions presented themselves to the Ford people. (1) Tell the public to stop in at their Ford dealer's and ask for a copy; (2) send it out to the nation by direct-mail; (3) turn it into an advertisement in one of the mass media.

Re-examining its plans after last Fall's successful direct-mail campaign, Ford decided that the present objective—to place the book in the hands of as many car-interested families as possible—would best be met by making it part of a widely-circulated national magazine.

There has been no inside statement on just why *Reader's Digest* got the call, but the "second guessers" keep repeating a certain few reasons. Ford was looking for the widest possible distribution; *The Digest* had it (11,750,000 ABC; now running near 12¼-million). *The Digest's* reader

Newsweek had more new advertisers in 1958 than any other newsweekly, and again leads in the first quarter, 1959.



*The different newsweekly*

*for communicative people*



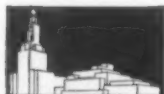
## Key to an exclusive franchise for 420,000 women...

They're a big market in any media man's language... the 420,000 adult women with money in their hands and buying on their minds who read *The Daily Inquirer*... and "pay no heed" to the evening paper. These 420,000 *exclusive* readers are only part of the 632,000 ladies who read *The Daily Inquirer*... and read it with all-inclusive appetites for all the wares in the busy, bustling stores of Delaware Valley, U.S.A.

420,000 *exclusive* women adults... 632,000 adult women readers... 1,352,000 total audience.

What a total audience for everything you market! What an exclusive audience for everything you market to women! What a time for scheduling *The Inquirer*... and exercising your exclusive franchise... for 420,000 women!

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



## The Philadelphia Inquirer

Good Mornings begin with *THE INQUIRER* for 1,352,000 adult daily readers

NEW YORK  
ROBERT T. DEVLIN, JR.  
342 Madison Ave.  
Murray Hill 2-5838

CHICAGO  
EDWARD J. LYNCH  
20 N. Wacker Drive  
Andover 3-6270

DETROIT  
RICHARD I. KRUG  
Penobscot Bldg.  
Woodward 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
155 Montgomery St.  
Garfield 1-7946

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3460 Wilshire Boulevard  
Dunkirk 5-3567



interest and long life were two other things Ford was looking for. And *The Digest* already had the inside track, because that was the only magazine advertisement Ford used in last fall's promotion.

While those associated with the project may feel that cost was not the "major consideration," it undoubtedly came up in the discussions. *The Digest's* full-color rate, \$38,750, multiplied by 96 pages, comes to a fantastic figure—even with volume discounts.

It was obvious that Ford was not going to insert its *Digest*, as is, in a mass magazine. Even an ordinary "condensation" was out. The highlights of the book were going to be turned into a magazine advertisement, and after weeks of cutting, re-writing, and adding some advertising angles, the finished product emerged in its 36-page form.

The bill still came to well over a million dollars, but *The Digest's* maximum volume discounts brought it down to \$780,000. (Actually, Ford can deduct some extra thousands from this advertisement, for it will earn

rebates on the many other *Digest* pages Ford is using in 1959.)

Still, \$780,000 is a bill that most advertising managers would automatically itemize, before presenting it to the front office.

First, *The Digest* will print and bind over 12 million 36-page units in full color for Ford. *The Digest* job is letterpress, but even with the savings of offset, which most printers would recommend for such volume, the printing alone on this job would cost Ford about \$23 per thousand—or \$276,000.

Then, *The Digest* will distribute Ford's advertisement to more than 12 million families (27.3 per cent of the nation's car-owning families).

Just rounding up a list of that many prospects, and preparing the mailing, is estimated by list brokers in the neighborhood of \$20 per thousand, or \$240,000.

Postage, third class, provided a two-cent stamp could do the job, would be another \$240,000.

There are the basic elements that can be reduced to dollars and cents. Add them up, and your \$780,000

advertisement already accounts for \$756,000.

### A Magazine's Qualities

Ford knew that those few extra dollars were buying it the qualities that make a national magazine advertisement different from a third-class mailing piece.

First, there's the reader-interest guaranteed by the paid circulation of a leading national magazine.

Then there's the long life of a monthly magazine.

Actually, Ford's advertisement can count on an even longer life than *The Digest* itself, for the magazine agreed to staple and perforate those 36 pages, so they could be torn out and saved as a unit.

Another item important to Ford is that this message is part of a magazine whose basic promotion theme is that "people have faith" in it.

One final magazine "extra" is that Ford's advertisement was entitled to a certain amount of merchandising help from *The Digest*, a substantial amount when the advertisement runs to 36 pages. Even with *The Digest's* meticulous "point system" of measuring just how much merchandising each advertiser will be given, the amount available for such an advertisement comes to the not-inconsequential sum of \$27,000. *The Digest* always asks the advertiser to make a merchandising investment of his own, but Ford didn't have to be asked. Between the motor company and the magazine, that advertisement was plugged to both the reading public and the trade, with a barrage of mailings, newspaper and trade paper ads, and radio spots.

There, in dollars and cents, is the cold arithmetic of Ford's \$780,000 advertisement. Ford obviously has gotten its money's worth—and only the months to come will show how much more that advertisement has been worth, in ways that the advertiser and its agency (J. Walter Thompson Co.) feel are the more important considerations.

Already it looks as if Ford is going to be pleased with its advertisement. L. A. Iacocca, Ford Division's car marketing manager, told MEDIA/SCOPE: "We have been very pleased with the reaction of both our dealers and the car-buying public to our efforts to place all these facts before them."

Main Office—5 Third Street—San Francisco 3

LOS ANGELES

**EXAMINER**

SAN FRANCISCO

**EXAMINER**

SEATTLE

**POST-INTELLIGENCER**

HEARST NEWSPAPERS

**GROUP DISCOUNT**  
**SAVE 27¢**

per line from regular national line rates

**PLUS 2% CASH DISCOUNT**

**One Order One Billing One Payment**

COMBINED CIRCULATION OF NEARLY A MILLION AND A HALF

represented nationally by **HEARST ADVERTISING SERVICE INC.** Herbert W. Boyce, President

SAN FRANCISCO • LOS ANGELES • SEATTLE • NEW YORK • CHICAGO  
PHILADELPHIA • BALTIMORE • BOSTON • DETROIT • PITTSBURGH  
MIAMI BEACH • ALBANY • MILWAUKEE • SAN ANTONIO • DALLAS

Media/Scope, May, 1959

# YOUR MARKETS ARE CHANGING NOW!



**NEW** products and  
processes are creating . . .  
**NEW** sales  
opportunities every day!

Details? Send for complete  
Media Data File and  
"Your Markets Are Changing"

**Industrial  
Equipment  
News** **IEN**

Thomas Publishing Company  
PRODUCT INFORMATION HEADQUARTERS

481 Eighth Avenue, New York 1, N. Y.  
IBPA Affiliated with Thomas Register

Business Press



Howard G. Saxe

## Emotion in Industrial Purchasing

The close rivalry between *Life* and the *Post* in the consumer media field—dramatized recently by two superb and monumental research jobs—has its counterpart among business media.

In many folks' minds the differences in advertising value between *The Iron Age* and *Steel* are paper-thin, if any. *The Iron Age* ruled for many years, *Steel* caught up, went ahead for a while, and now the two publications are jockeying back and forth with little to choose between the two.

Pretty much balanced in most other respects, the two are now waging their war on the field of research. Recently *The Iron Age* scored impressively with its study of "How Metalworking Buys," the first research study in the business paper field (to my knowledge) to have gone through successful consultation with the Advertising Research Foundation (not easy to come by). Some years ago, of course, several business papers underwent research supervised by ARF, as part of the Continuing Study of Business Publications.

The report of this study undoubtedly gave *The Iron Age* a great advantage in the battle for 1959 budgets. (The "safest" buy, of course, is schedules in both books, but if this very expensive study could only sway the "we can only afford one book" buyers, it would pay off handsomely, both in terms of income and in lineage leadership over *Steel*.)

Since the appearance of *The Iron Age* report, media buyers have been

wondering what *Steel* would come up with to counteract the effect of *The Iron Age's*.

Now, we know that *Steel* has not been idle; it has been engaged in a research project of such significance that I might go so far as to call it the most important contribution to industrial advertising (and selling) in my lifetime.

*Steel* has been exploring the emotional factors involved in industrial purchasing. And it has been my good fortune to be a participant in the study.

What I have lately been suspecting, in the face of past pronouncements (including my own) that business purchasing is rational and methodical, has been proved true; man buys emotionally, both for himself and for his firm.

(I now tear up some talks and articles by means of which I have preached otherwise.)

Using psychological techniques, administered by a psychologist, *Steel* has probed the industrial buyer, and learned that his purchasing behavior is largely controlled by his irrational nature, manifested by such emotional influences as (on the one hand) habit, complacency, inertia, fear of decision, and wish for security, and (on the other hand) the gambling instinct, the desire to be a hero, ambition, trend-riding, status, prestige.

Advertisers are making a big mistake, this study makes clear, when they approach the industry buyer as a coldly methodical appraiser of

product values. On the contrary, he is strongly swayed by many of the same unreasoned impulses which affect his selection of goods for himself and his family and his home.

He wants to buy things he'll feel comfortable with, will give him status with his friends, and which maybe he doesn't really need and can't afford.

But to a much greater extent than in his purchase of consumer goods and services, he is greatly impressed, in his purchases for business, by the company behind the product.

This is most important for the industrial advertiser to know, for—as I point out in my contribution to the road show which *Steel* will travel around the country—advertising can do a better job than the salesman can in building a market's awareness of a company's reliability, scope, capabilities, facilities, enterprise.

If you will agree that salesmen should be expected to do what they can do best and advertising to do what it can do best, then you will agree, I'm sure, after study of *Steel's* report, that advertising's best contribution may be, in many cases, in the area not of promoting product virtues (which salesmen can do best) but of promoting company virtues.

We have all been inclined to content ourselves with the theory that since it's the salesman who sees the prospect face to face, he is in the best position to evaluate and act upon the prospect's emotions. But this is not true. It's advertising that's in the best position—and thus it should shoulder its responsibility—to present information and attitudes which will create a favorable emotional response, not only on the part of those buyers who see, listen to, and form opinions of salesmen, but also on the part of those others whom the salesmen do not see and whose participation in purchasing decisions is controlled not so much by information, this *Steel* study tells us, as by impressions. ■

#### POST LIQUOR REVENUE

The *Saturday Evening Post*, with alcoholic beverage advertising revenue of more than \$750,000 for the last quarter of 1958, expects more than \$5 million from this category in 1959.

#### WESTERN ARCHITECT & ENGINEER

McGraw-Hill of California, subsidiary of the McGraw-Hill Publish-

ing Co., has purchased *Architect & Engineer*, to be published as *Western Architect & Engineer*, beginning July 1. Circulation will cover 13 Western states, including Alaska and Hawaii.

#### MAGAZINE CENTER

A Magazine Center, housing the Magazine Publishers Association, Central Registry of Magazine Subscription Solicitors, Magazine Adver-

tising Bureau, Periodical Publishers Association, and Publishers Information Bureau under one roof was opened May 1 by MPA at 444 Madison Avenue, New York.

#### LIFE INTERNATIONAL

First quarter advertising revenue for *Life International* reached a record \$827,600, up 13 per cent over the same period of 1958.



Since days of old there was no magazine for building construction. There were architect magazines with only designs and finished buildings. Construction magazines had too much on roads and bridges and too little on buildings. And there were magazines for residential construction only.

But the contractors and architects and dealers who specialized in building castles by the plenty... and skyscrapers and industrial plants and schools and other important buildings were unhappy. They had no magazine to serve their need.

That's how BUILDING CONSTRUCTION ILLUSTRATED came to be. Edited exclusively for this three-man building team that builds only buildings.



#### BUILDING CONSTRUCTION Illustrated

5 South Wabash Avenue • Chicago 3, Illinois

The only magazine exclusively reporting methods for using materials to construct important buildings



SRDS May issues reflect estimates of January 1, 1959 market conditions

CALIFORNIA		SRDS Consumer Market Data											
		STATE, COUNTY, CITY, METROPOLITAN AREA DATA											
<b>AGE</b> 0-4 5-9 10-14 15-19 20-24 25-29 30-34 35-39 40-44 45-49 50-54 55-59 60-64 65-69 70-74 75-79 80-84 85-89 90-94 95-99		<b>SEX</b> Male Female		<b>RACE</b> White Black Asian Hispanic		<b>EDUCATION</b> Less than High School High School Some College Bachelor's Graduate		<b>INCOME</b> Less than \$10,000 \$10,000-\$14,999 \$15,000-\$24,999 \$25,000-\$34,999 \$35,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000+		<b>OWNERSHIP</b> Owns Rents		<b>HOUSING</b> Single Multi	
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Grey Advertising's media executives working with SRDS market and media data during a new-client meeting.

Helen Wilbur, Media Group Supervisor; Aileen Crook, Chief Print Buyer; Ken Kearns, Chief Time Buyer; Gary Accas, Associate Director of Media; Joan Stark, Media Group Supervisor; Phil Branch, Media Group Supervisor; Dr. E. L. Deckinger, Vice President and Director of Media.



# ED Consumer market information

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Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and marketing decisions must be based.

The May issues of SRDS Spot Radio, Spot TV, and Newspaper books will contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The new figures reflect recently revised metropolitan areas as redefined by the U. S. Bureau of the Budget. The Farm Section of the Consumer Magazine book also contains up-dated market information.

The Grey agency market-media session pictured here represents but one of a hundred and one ways SRDS market data sections are used every day. A survey shows that 93% of agency people using SRDS use its consumer market data sections; 90% use the media maps. In the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time.

So it makes sense for a medium to register its whole sales story by advertising its market and market coverage in the market data sections of SRDS, and its special values as an advertising medium on the listing pages.

## SRDS

### Standard Rate & Data Service, Inc.

*the national authority serving the media-buying function*

Walter E. Botthof, Publisher



1740 Ridge Avenue, Evanston, Ill.

Sales Offices:

Evanston, New York, Los Angeles

May, 1959

Radio/spot, May, 1959

**"DIAGONAL"**  
COVERAGE OF A  
1.4 BILLION DOLLAR  
MARKET...



... a new concept in business magazine publishing—"diagonal" coverage slices through industry barriers to reach a "hand-picked" audience. Offers more depth than a horizontal... more concentration than a vertical. **Assembly & Fastener Engineering** offers a "direct" approach to the men who plan for, buy for, and operate assembly lines in these mass production industries—aircraft, appliances, automotive, electrical, electronic, fabricated metal products, instruments, machinery, furniture and fixtures.

**IMPORTANT FACTS ABOUT  
ASSEMBLY AND FASTENER  
ENGINEERING**

- Circulation: 28,000 to Design, Process, Method, Production and Standards Engineers, Production, and Purchasing Groups
- Provides One Publication to specifically cover and reach the 1.4 billion dollar Assembly and Fastener market
- Circulation personalized and verified
- Write for sample copy and data file

**hitchcock**

**PUBLISHING COMPANY**  
WHEATON, ILLINOIS • SINCE 1898  
THE PIONEER OF QUALIFIED CIRCULATION

**ODDS AND TRENDS:**

## Make Mine Fruit Cocktail

By Lionel M. Kaufman

When will media promotion stop forcing us to make a choice—and start helping us to make a decision?



Anyone who has watched the efforts of the promotion fraternity in recent years knows that they have taken some significant steps in this direction—and also that they still have a long way to go.

It's not so long since media men were all lined up in their individual bailiwicks, glaring at "Publication B," and shouting to the advertiser to "Compare!" Promotion was a cold war of cold figures—circulation, lineage, dollar volume, cost-per-thousand. It was always newspaper against newspaper, magazine against magazine, network against network.

Then some of the broader-minded souls in the business started asking themselves a few questions. Is promotion really doing the maximum job for us? Don't we have to sell the medium first, before we fight with each other for the order?

### The Group Promotion

This year, with the Bureau of Advertising spending \$2 million on "Total Selling," with the Television Bureau of Advertising, the Radio Advertising Bureau, and the Magazine Publishers Association all flaunting six-or-seven-figure budgets, the lines are forming for the biggest promotion battle of all time.

It's medium against medium, not just book against book.

And because we still haven't progressed far above the level of numerical comparisons, this inter-media competition worries a lot of admen.

"You're trying to compare two things that are different," they object.

"Apples versus oranges. First you've got to squeeze a common denominator out of them." All the top researchers are wracking their brains.

Maybe it's time now for the broader thinkers to ask themselves a few more questions.

Why must business still be cornered with a choice? Why must we narrow it down to "Apples or oranges; choice of one"? Why not show the nation what some advertisers are doing with "Fruit cocktail"?

### Coordinated Effort

Isn't it time for media to move on to the next job that's "bigger than any one of us"—the job of selling advertising as a coordinated effort, in which each medium contributes its own peculiar qualities?

I'd like to see someone tell the business world why Skippy Peanut Butter, after 26 years of concentrating on broadcast media, has decided that "the need to reach new markets" calls for the addition of new media (a campaign in *Reader's Digest*).

I'd like to see some promotion of the ingenious ways in which advertisers are tying up their efforts in different media to do one complete job. (As a starter, I'm thinking of Prudential Insurance Co.'s campaign in the Sunday magazines that's a direct tie-up with Prudential's Sunday TV show.)

If advertising is to grow, and if business is to grow, we must show the advertiser how to enlarge his thinking, enlarge his markets, by enlarging his media—not cutting down to one narrow choice.



In January, the Post had the biggest revenue increase among all major magazines! And things have been jumping ever since! In February, circulation passed the 6,100,000 mark - an all-time high. In March, 32 new advertisers joined the ranks, for a total of 88 in the first quarter. And the April 4 issue brought in more advertising revenue than any other issue in Post history - a whopping \$3,364,000! That's Vitality!

A CURTIS MAGAZINE

**29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure (APX)!**





## ***Environment***

...has had much to do with the many years of Chicago Daily News leadership in food advertising... the environment of the home for newspaper reading. The Daily News long has been known as Chicago's Home Newspaper... for that is where it's read... far more than is any other Chicago daily... again substantiated by the Sindlinger & Co. newspaper readership study, which found:

### **DAILY PAPER**

DAILY NEWS  
PAPER B  
PAPER C  
PAPER D

### **READ AT HOME**

92.5%  
76.0%  
70.8%  
67.2%

**USE THE POWER OF THE "NEWS"  
IN CHICAGO**

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# Advertising Cost Index

Reported by Harry J. Johnson

MARCH

## Ad Rate Changes:

March 1958 to March 1959

### Print Media



The typical business publication campaign in March 1959 cost \$103.09 compared with the identical campaign in March 1958 which cost \$100. Rates increased 3 per cent, circulation about 1 per cent, and cost-per-thousand almost 2 per cent.



During the 12 months' period March 1958 through March 1959, the typical consumer magazine campaign increased \$5.82 per \$100 allocated the previous year. Circulation is about 2 per cent higher, and cost-per thousand almost 4 per cent.



To duplicate the identical schedule of March 1958 in March 1959, the advertiser had to increase his allocation for newspaper space 3 per cent. Circulation is off about 1 per cent, and cost-per-million circulation is up 4 per cent.

### Broadcast Media



In March 1959, the average spot radio campaign cost the advertiser \$101.79 for time costs, compared to \$100 for the same schedule in March 1958. The March 1958 time costs were almost 4 per cent higher than in March 1957.

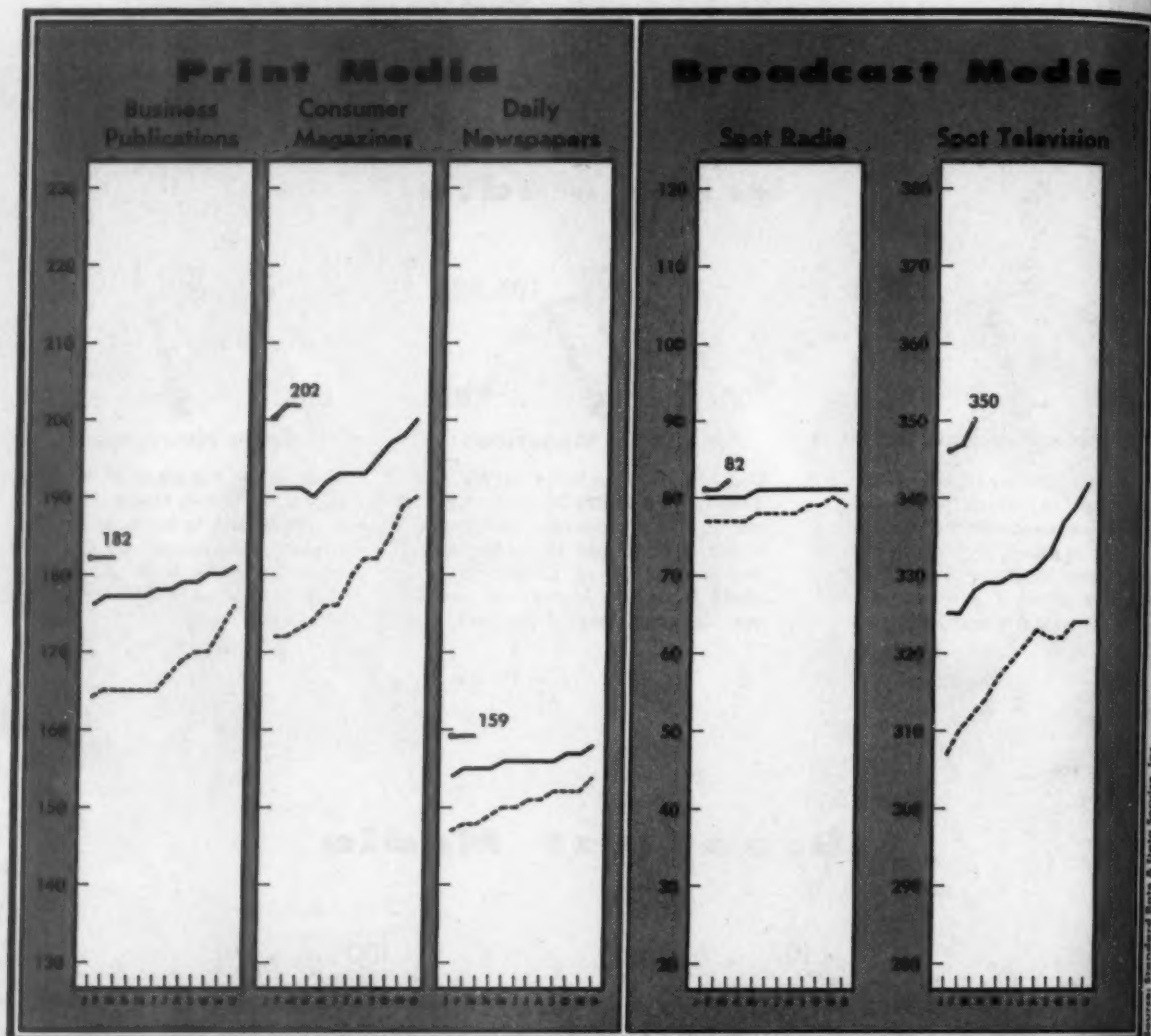


For every \$100 invested in spot television time in March 1958, the advertiser was forced to increase his appropriation \$6.50 to repeat the March 1959 schedule. This compares with an increase of 6.1 per cent in March 1958 over March 1957.

*Note: in all meters \$100 = unit cost for March 1958*

# Ad Rate Indexes:

Long-term Trends



1947-49 advertising rates averages = 100

— 1959  
- - - 1958  
... 1957

1950-52 advertising rates averages = 100

— 1959  
- - - 1958  
... 1957

## Business Publications

Since the 1947-1949 base period, average rates for business publications have gone up 82 per cent. Circulation had gone up 44 per cent, and cost-per-thousand circulation was 26 per cent over the average during the base period.

## Consumer Magazines

Average rates for consumer magazines in March 1959 were more than double what they were during the 1947-1949 base period. During the same time span, circulation went up 48 per cent and cost-per-thousand increased 36 per cent.

## Daily Newspapers

To repeat the average daily newspaper campaign of 1947-1949, the advertiser must increase his allocation 59 per

cent. Circulation is 5 per cent above the base years, and cost-per-million circulation is up 52 per cent.

## Spot Radio

Since the base period 1950-1952, spot radio time charges declined 18 per cent by March 1959. During the early part of 1958, a year ago, spot radio rates were 20 per cent below the average of the rates during the 1950-1952 base period.

## Spot Television

In March 1959, spot television time charges were 25 times higher than they were during the 1950-1952 base period. By comparison, in March 1958 rates were 220 per cent above the base, and in March 1957 they were up 212 per cent.

# CONFIDENCE

is a fact of **LIFE**



The confidence in LIFE expressed by advertisers is paralleled by the confidence of retailers, who again have named LIFE top brand in the magazine field—by tying in with “Advertised-in-LIFE” products in their own newspaper advertising 6 to 1 over the next leading general magazine.

Such confidence comes naturally when you consider LIFE’s readers. Aware and imaginative, they’re active participants in the business of living and buying. LIFE has their spirit. 32,000,000 strong, they turn to LIFE each week for news of the world and of products for better living.

Their confidence in LIFE leads to confidence in the advertising in LIFE which in turn leads them to the stores week after week.

## HOW ADVERTISERS RANK NATIONAL MAGAZINES

Rank	Magazine	Total Advertising Revenue
1	LIFE	\$26,800,058
2	Saturday Evening Post	19,597,481
3	Time	10,390,763
4	Look	9,343,422
5	Ladies’ Home Journal	7,360,518

Source: P.I.B., 1st Quarter, 1959





"Adventures In Oildom"  
(or)  
"Rainbow On The Slush Pit"

About that slush pit--a pig sty mid towers of gleaming oil equipment--but, oh, how important it is to the entire project!

All eyes watch this lake of goo for tell-tale signs--gas bubbles, a change in viscosity as the mud stream returns from the bottom of the hole, a sudden drop in pit level. Even with thousands of dollars worth of scientific gadgets and specialty services available, the traditional slush pit has never lost its glamour to an oil man.

Let a little rainbow of oil appear on the mud surface and he'll scoop it up, smell it, rub it, and taste it like it's a ten-dollar sirloin! Then an entirely new train of mechanical events begins, preparatory to completing and producing operations. (To be cont'd)

\* \* \* \* \*

The Petroleum Engineer's Drilling/Producing edition is a specialized, streamlined book aimed directly at the hard core of purchasing influence. You buy buyers...not totals! Your ads become more effective, your client happier.



THE PETROLEUM ENGINEER PUBLISHING CO.  
800 DAVIS BUILDING • DALLAS

## TRENDS IN NATIONAL NEWSPAPER ADVERTISING

MARCH AND FIRST 3 MONTHS 1959 vs. 1958

	MARCH 1959 vs 1958		FIRST 3 MONTHS 1959 vs 1958	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
<b>GENERAL</b>				
Alcoholic Beverages .....	-15.6	7.9	-14.5	6.6
Groceries .....	-10.7	17.2	-0.5	17.5
Baking Products .....	-2.2	2.0	+20.5	2.3
Beverages .....	+0.6	2.1	+6.6	2.3
Cereals and Breakfast Foods.....	-42.8	0.6	-30.9	0.3
Condiments .....	-44.0	1.3	-53.3	1.0
Dairy Products .....	+13.5	2.3	+5.6	2.2
Disinfectants and Exterminators.....	-4.4	0.3	-11.5	0.2
Laundry Soaps and Cleaners .....	-41.0	2.0	-6.7	2.1
Meats, Fish and Poultry .....	+21.0	1.4	+7.2	1.3
Housing Equipment and Supplies.....	-24.4	2.9	-17.4	2.6
Industrial .....	+35.0	2.1	+25.3	2.9
Insurance .....	+21.7	1.7	+32.0	1.8
Medical .....	-12.5	2.9	-24.4	3.3
Publications .....	+2.4	4.1	+0.4	5.0
Public Utilities .....	+14.0	2.5	+1.2	2.5
Radio and Television .....	+15.0	4.9	+1.2	5.3
Tobacco .....	+80.7	5.6	+17.7	6.4
Toilet Requisites .....	-48.6	2.0	-40.2	2.5
Antiseptics .....	-46.9	0.0	-48.6	0.1
Dentrifices .....	-57.7	0.3	-45.5	0.3
Perfumes and Cosmetics.....	-16.1	1.5	-19.2	1.2
Toilet Soaps .....	-56.4	0.4	-33.3	0.5
Transportation .....	+7.2	10.8	+3.7	11.0
Airways .....	+5.2	7.1	+2.9	7.4
Bus Lines .....	-11.0	0.3	+12.7	0.3
Railroads .....	-3.9	1.0	-9.4	1.0
Steamships .....	+34.0	1.3	+15.8	1.2
Tours .....	+2.4	0.9	+2.7	0.8
Wearing Apparel .....	-37.2	1.3	-41.7	0.8
<b>AUTOMOTIVE</b>				
Gasoline and Oils .....	+46.6	2.3	-8.0	1.6
Passenger Cars--New .....	+22.4	13.0	-10.0	12.9
Tires and Tubes.....	-23.6	1.0	-26.4	0.8
Trucks and Tractors.....	-71.4	0.3	-64.9	0.4
<b>TOTAL GENERAL AND AUTOMOTIVE...</b>	<b>+0.3</b>	<b>100.0</b>	<b>-4.0</b>	<b>100.0</b>

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.



## Media/dates

- May 3-5: Magazine Publishers Assn., The Greenbrier, White Sulphur Springs, W. Va.
- May 21-22: American Marketing Assn., Montreal Chapter, Queen Elizabeth Hotel, Montreal.
- May 24-26: Life Insurance Advertisers Assn., Ambassador Hotel, Los Angeles.
- May 24-27: Associated Business Publications, Skytop Lodge, Skytop, Pa.
- June 7-10: Advertising Federation of America, Leamington Hotel, Minneapolis.
- June 8-11: Outdoor Advertising Assn. of America, Sherman Hotel, Chicago.
- June 12-16: National Federation of Advertising Agencies, Chatham Bars Inn, Chatham, Mass.
- June 14-17: National Industrial Advertisers Assn., Fairmont and Mark Hopkins Hotels, San Francisco.
- June 16-19: American Marketing Assn., Statler Hotel, Cleveland.
- June 21-24: Newspaper Advertising Executives Assn., The Homestead, Hot Springs, Va.

## Promotions and Presentations

Seventeen is staging its third annual National Fashion Council promotion in 192 department stores in the U.S. and Canada. Teen-age "Fashion Council" members will form a liaison between the magazine and each store, reporting on editorials and promotions to run in *Seventeen* and relaying local fashion trends and teen activities to the magazine's editors.

January issue carried a feature picturing each Council delegate, and interviews with 12 of the Council members on their experiences with easy-care fabrics. A calendar suggest-

ing year-round store promotions around Council delegates includes ideas for open house parties, fashion shows, and "Teen Week" campaigns.

**Modern Bride's** new rate card comes in slide-rule form. By pulling the slip card to any one of 18 product categories, from bedroom furniture to television sets, the advertiser can tell at a glance what the average reader will spend in the months between engagement and marriage for

his type of product and the total amount spent for items in his product classification.

**Modern Railroad's** top traffic promotion award has gone to the Chesapeake and Ohio for its "93,000 Kittens" campaign, advising shippers of its all-teletype car reporting system. Advertisements featuring the C&O "Car Location Information Center" appeared in newspapers, consumer, and business magazines.



**you get the answer with N.E.D.**

Here's why: N.E.D. puts your product advertising "on target" with today's most active industrial markets. Wherever buying activity is on the upswing now among over 43,000 best-rated plants in all major industries, N.E.D. advertisers find out month by month who and where their best sales prospects are. That's because N.E.D. goes directly to the verified men responsible for selecting and buying equipment and supplies for their companies. To get a line of products they want and are ready to buy now, these key men scan N.E.D. in preference to hunting through numerous other sources. They act . . . and this N.E.D. reader response is helping advertisers to apply personal selling where it pays off best in orders. Never before have N.E.D. reader interest and action been so great. Now, more than ever, N.E.D. is your best product advertising investment.

**NEW  
EQUIPMENT  
DIGEST**

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

**NOW OVER 31,000 COPIES (Total Distribution) IN OVER 43,000 INDUSTRIAL PLANTS**

CD

BPA

## ROP Color Gains

ROP RESULTS for 1958 are in. They show use of newspaper color continuing its rise, up 6.7 per cent from 1957, according to R. Hoe & Co., Inc.

The year's summary, offered by "The 1958 Annual Hoe Report on ROP Color," records national color lineage placed in more than 400 newspapers serving some 130 cities, as measured by Media Records.

Gasolines and oils led the classifications with 9.85 million lines of color last year. But the runner up, new automobiles, placed second with a little less than half that lineage, 4.4 million. Cigarettes and beers, finishing third and fourth, also placed more than 4 million lines each.

Top brands using ROP color were

Winston Cigarettes and Ford, each placing more than 3 million lines.

Hoe compares 1958's 6.7 per cent gain in color lineage with black-and-white's 4.4 per cent decrease. Color's long-term popularity growth among advertisers is pointed up by an index using 1951 as a 100 per cent base year. This puts color up to 261.9, against black-and-white's 121.1 for the eight-year period.

The *Milwaukee Journal* led the nation's newspapers in ROP lineage for the year, with a total of 2.4 million lines, followed by the *Los Angeles Times* (1.8 million) and the *Miami Herald*, with 1.6 million lines. ■

### BEST QUARTER

WABC Radio, New York, increased its local sales for the fourth quarter

of 1958 by 52 per cent over the period of 1957, for the best quarter more than three years.

### TRUE INCREASE

*True* showed a gain of 21.1 per cent in advertising revenue for the first four months of 1959 compared to the same period of 1958. Revenue from January to April 1959 was \$1,304,511.

### TOP OUTDOOR SPENDERS

The leading 100 advertisers in the outdoor medium in 1958 were headed by General Motors, with expenditure of \$8.9 million, and Ford spending \$6.6 million. Runners up, in order, were Anheuser-Busch, Shell Oil, and Coca-Cola.

## Total Billings 32 Publications

(25 Agencies, January — December 1958)

Total Pages and Dollars in the 32 Magazines, Farm Magazines and Sunday Magazine Sections Listed in this Report

(RANKED BY DOLLARS)

ADVERTISING AGENCY	PAGES	DOLLARS
Young & Rubicam, Inc.	2,429.79	54,894.34
Batten, Barton, Durstine & Osborn, Inc.	2,846.92	48,510.00
J. Walter Thompson Co.	2,622.45	45,289.10
McCann-Erickson, Inc.	1,538.56	34,262.80
N. W. Ayer & Son, Inc.	1,341.81	22,187.60
Leo Burnett Co., Inc.	849.62	20,446.20
Kenyon & Eckhardt, Inc.	899.29	17,598.20
Benton & Bowles, Inc.	887.03	16,588.10
Foote, Cone & Belding	901.74	16,182.20
Campbell-Ewald Co., Inc.	922.77	15,351.00
Cunningham & Walsh, Inc.	712.62	11,287.00
Kudner Agency, Inc.	725.33	10,856.20
Erwin Wasey, Ruthrauff & Ryan, Inc.	604.21	10,448.00
Compton Advertising, Inc.	616.19	10,412.00
Lennen & Newell, Inc.	376.17	9,475.30
Dancer-Fitzgerald-Sample, Inc.	371.58	8,484.70
Needham, Louis & Brorby, Inc.	496.83	8,445.20
Ted Bates & Co., Inc.	269.31	7,620.00
Grey Advertising Agency, Inc.	422.98	7,614.20
D'Arcy Advertising Co.	456.84	7,535.50
Sullivan, Stauffer, Colwell & Bayles, Inc.	280.81	6,708.80
Fuller & Smith & Ross, Inc.	669.59	6,617.20
MacManus, John & Adams, Inc.	480.62	6,200.60
D. P. Brother & Co.	296.46	5,782.00
William Esty Co., Inc.	229.65	5,673.00
Total Billings (25 Agencies, 32 Publications)	22,249.17	414,472.43
Total Billings (All P. I. B. Publications)	78,700.46	813,710.96
Per Cent Total Billings	28	51

COMPILED BY LEADING NATIONAL ADVERTISERS, INC., PUBLISHED EXCLUSIVELY IN MEDIA/SCOPE

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484,71  
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620,93  
614,23  
535,97  
708,83  
617,22  
200,66  
782,04  
673,07  
472,43  
710,94  
51



*Height is also a measure of depth.*

7,250,000 rate base effective Oct. 31





JUST  
**WOC-TV**  
OR

**29**

DAILY NEWSPAPERS

For as little as \$30.00 . . . SELL the rich 47th TV Market (Davenport, Iowa - Rock Island and Moline, Illinois) . . . 42 counties in Iowa and Illinois with 438,480 TV Homes . . . or use 29 daily newspapers at a combined cost of \$44.24 per inch for a circulation of 432,739.

**W O C - T V**  
CHANNEL 6  
DAVENPORT, IOWA

Peters, Griffin, Woodward, Inc. Exclusive National Representatives



WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

*In the big, rich*  
CHARLOTTE Market  
**COMPARE**

✓TOTAL Coverage  
✓METRO. AREA Coverage  
✓TIME COSTS

**THE LATEST N.S.I.**  
(Nov.-Dec. '58)

again PROVES

**WIST**

*gives you more,  
much more for  
your radio dollar!*

Dollar for dollar, no other Charlotte station even closely approaches the value delivered by WIST . . . according to Nielsen, the No. 1 Metro Area station which also delivers a whopping audience outside the Metro Area.

For a revealing comparison, check the Nov.-Dec. N.S.I., or call your nearest P-G-W Colonel.

**WIST**

best radio  
buy in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION

## VIDEODEX NATIONAL RATING ANALYSIS

March 1-7—Top Five Programs Daily\*

### SUNDAY

Show	Rating	Network	Sponsor
1 Loretta Young .....	34.1%	NBC	Procter & Gamble
2 Maverick .....	33.9	ABC	Kaiser, Drackett
3 What's My Line .....	31.2	CBS	Sunbeam
4 Alfred Hitchcock .....	30.3	CBS	Bristol-Myers
5 Chevy Show .....	29.9	NBC	Chevrolet

### MONDAY

1 Danny Thomas .....	34.3%	CBS	General Foods
2 Wells Fargo .....	30.4	NBC	American Tobacco
3 Father Knows Best .....	28.5	CBS	Lever Brothers
4 Restless Gun .....	27.5	NBC	Sterling Drug, Procter & Gamble
5 Bing Crosby .....	26.7	ABC	Oldsmobile

### TUESDAY

1 Rifleman .....	33.0%	ABC	Ralston Purina, Miles Labs.
2 Manie's Friends .....	31.5	NBC	Liggett & Myers
3 Wyatt Earp .....	30.6	ABC	Procter & Gamble
4 Garry Moore .....	29.1	CBS	Revlon, Kellogg
5 Red Skelton .....	27.7	CBS	Pet Milk

### WEDNESDAY

1 Wagon Train .....	34.8%	NBC	Ford
2 Circle Theatre .....	28.4	CBS	Armstrong Cork
3 I've Got A Secret .....	27.0	CBS	R. J. Reynolds
4 Bell Telephone Show .....	25.2	NBC	American Telephone & Telegraph
5 Price Is Right .....	24.6	NBC	Lever Brothers

### THURSDAY

1 Real McCoys .....	30.7%	ABC	Sylvania
2 Playhouse 90 .....	29.4	CBS	Kimberly-Clark, Helene Curtis
3 Zane Grey .....	28.5	CBS	S. C. Johnson
4 Ford Show .....	27.8	NBC	Ford Motors
5 Zorro .....	27.5	ABC	A.C. Sparkplug

### FRIDAY

1 Line Up .....	31.3%	CBS	Procter & Gamble
2 Disney Presents .....	29.1	ABC	Reynolds Metals
3 Phil Silvers .....	28.9	CBS	R. J. Reynolds
4 77 Sunset Strip .....	27.3	ABC	American Chicle
5 Lux Playhouse .....	25.5	CBS	Lever Brothers

### SATURDAY

1 Gunsmoke .....	38.1%	CBS	Liggett & Myers
2 Perry Como .....	34.5	NBC	RCA, American Dairy
3 Have Gun, Will Travel .....	33.6	CBS	Lever Brothers
4 Perry Mason .....	32.7	CBS	Sterling Drug, Parliaments, H. C. Moore
5 Lawrence Welk .....	27.8	ABC	Dodge

\* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.



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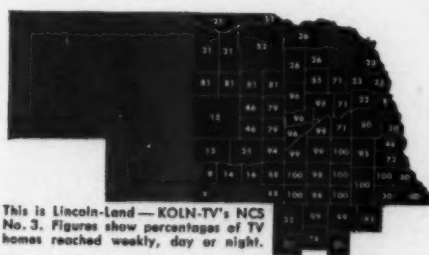
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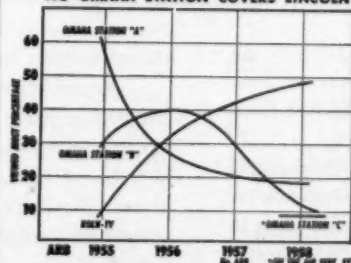


**YOU'RE ONLY  
HALF-COVERED  
IN NEBRASKA**

**IF YOU DON'T USE KOLN-TV!**



## NO OMAHA STATION COVERS LINCOLN!



## The Folger Stations

WICZ-TV — GRAND RAPIDS-KALAMAZOO  
WISN-TV — MILWAUKEE  
WISN-TV — MILWAUKEE  
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WISN-TV — MILWAUKEE

One big market in Nebraska is in the extreme East. The other is Lincoln-Land — 66 counties big, and well-heeled (containing more than **HALF** the buying power of the state!)

Viewers in the extreme Eastern market spend a lot of time switching from one to another of the three TV stations they have available. In Lincoln-Land, the story is **all KOLN-TV**. It's the only station that covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



**KOLN-TV**

CHANNEL 10 • 314,000 WATTS • 1000-FT. TOWER  
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET  
Avery-Knodel, Inc., Exclusive National Representatives

## DEBATE ON COST PER THOUSAND

IT WAS an exciting business the other day when six of the top media experts of the country debated cost per thousand before the New York Chapter of the American Marketing Association. It was exciting, because the play of good minds over an important and perplexing subject is stimulating to any thinking person, especially if the subject be so presently impelling as that of the basis upon which to make comparisons among major media.

Elsewhere in this issue there are condensations of the talks given by members of the panel. A study of these presentations suggests that these were the principal ideas that emerged:

1. *Cost-per-thousand data that are most meaningful should be in terms of people or actions by people rather than in terms of physical media units.* This means data in terms of people's exposure, participation, and involvement in media.

2. *Our basic requirement is a direct measurement of the performance of the advertisements themselves.* This will measure not only the ability of the advertiser to communicate to a reader, but also the ability of the medium to help him communicate. The data should be classified by products in order to allow for varying natural degrees of interest in different kinds of products.

3. *Inherent media characteristics do influence the medium's impact on the audience.* Therefore, the cost-per-thousand argument will not be settled until we know how

much a thousand readers are worth compared with a thousand listeners or viewers.

4. *If television followed the lead of the print media and included in its audience all homes tuned to any part of it (as the print media call a reader anyone who has looked into any part of an issue) instead of including only homes tuned for more than six minutes, then the average half-hour evening show could claim 13 million homes for its audience rather than 9.7 million.*

5. *Size of the audience of the advertising vehicle is a different problem from the size of the audience of the advertising message.* Media should be compared either in terms of media delivery or in terms of copy remembrance. But don't take copy remembrance for magazines against media delivery for television.

6. *Exposure is opportunity, the potential delivered by a medium.* Readership or sale or other effects depend upon product, copy, and other forces.

7. *The audience of a publication page is comparable to the audience of a broadcast program.* The readers of an advertisement within the page are comparable to the data for the average minute of a broadcast program.

8. *Newspapers have the advantage over television in that those exposed (noting) the advertising are self-selected to include a greater proportion of prospects for the product.*



THE new Rodgers & Hammerstein hit musical, "Flower Drum Song," at New York's St. James Theater contains a show-stopping song called "I Enjoy Being A Girl." The lyric starts off like this:

*When I have a brand new hair-do  
With my eyelashes all in curl,  
I float as the clouds on air do,  
I enjoy being a girl!\**

Pat Suzuki sings it, and Ladies' Home Journal couldn't resist it—the song, as well as the notion it contained. (After all, we enjoy being a magazine

edited for women who enjoy being women!)

Because women do enjoy being women, they enjoy the way Ladies' Home Journal is edited—for, of and about women. Over 5,750,000 women buy and read the Journal every month.

Advertisers, men for the most part, may not understand the wonderful rapport between women and their favorite magazine. But advertisers quickly see—and understand—and enjoy—the way women respond to ideas in the Journal. This is why advertisers give us the biggest, healthiest box office take of any women's magazine!

\*© 1958 by Richard Rodgers and Oscar Hammerstein 2nd.

*Never underestimate the power of  
the No. 1 magazine for women...*

**Ladies' Home JOURNAL**  
A CURTIS PUBLICATION



# Impels\*

MAY WE SEND YOU AN ILLUSTRATED

KNOLL ASSOCIATES, INC.

FURNITURE AND TEXTILES

575 MADISON AVENUE NEW YORK 22

No. 72P, Eero Saarinen design, plastic back in red, yellow, blue, green



"The influence of this New Yorker campaign is strongly felt in every Knoll showroom throughout the United States . . ."

*Harold S. Knoll* President, Knoll Associates, Inc.

Knoll Associates advertisement prepared by The



THE  
NEW YORKER



3  
3  
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4

black 870

prepared by the

R IN V